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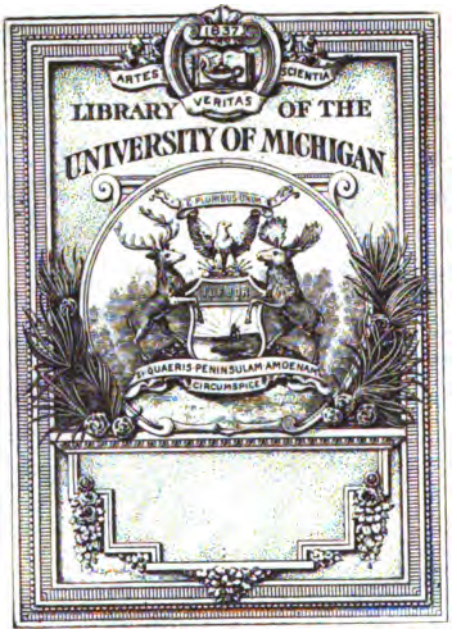
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Every Oriental rug in stock radically reduced
It's the annual reduction sale of oriental rugs—the time when we reprice EVERY rug, regardless of value or former selling price.

Mandel Brothers

The Heart of Chicago

Center of the Shopping District

Special Christmas shopping conveniences
In the holiday bazaar all kinds of gift goods are assembled within easy reach. Merchandise bonds and glove certificates issued.

Special Xmas sale of coats velour, caracul and plush

We have regrouped and repriced hundreds of coats from our regular lines, adding a recent purchase negotiated at a liberal concession.



Beautiful garments in caracul plush and p'ain plush, all full length, some flared, large rolling Russian shawl shape collar; beautifully lined with rich satin, all sizes.$25.

Coats worth up to $50 at $35

Women's velour, seal plush and caracul plush coats; long, graceful models with different collar ideas; many beautifully braided on collar and cuffs; individual styles from high class makers; values to $50; specially priced for this sale at $35.

Winter sheers at $25

Fashionable winter sheers in plain or novelty cast, evening coats and capes, as well as all black coats; richly satin lined, regular $35 and $45 values, priced at $25.

$60 and $75 costumes, 29.50

Late shipment from a high class New York maker, consisting of 140 beautiful evening and party dresses of fine soft silks, chiffons and nets, exquisitely made and trimmed, 1 or 2 of a kind, 29.50.

Wilson Brothers' silk half hose

— the entire stock
— almost half, at 55c

9,800 pairs of genuine pure imported silk hosiery.

Every style and color besides black. Every pair is strictly perfect, every pair imported, lisle soles, also many with silk soles; extra spliced.

Not a pair would sell for less than 85c, and from that up to 1.50; your choice during this sale, 55c

3 to 6 pairs put in a Christmas box. Extra space and salespeop'e.

Chiffon and velvet waists $5 and $6 lines at 3.95

We show many becoming styles in chiffons veiled over Persian and net; charming designs in striped effects; also combination velvet and Persian silk.

Third floor, State street.



The two models shown in the illustration are representative of an assortment made up from regular $5 and $6 lines; while they last take your choice at the low price, 3.95.

Girls' 2.95 and 3.95 middy blouses at 1.95

Keep this offer in mind when shopping for Christmas. The garments are very popular; made of all-wool serge and mohair; handsomely trimmed with braid; 2.95 and 3.95 qualities, 1.95.

Hand-crochet toques, 1.15

We have an excellent line of these pretty caps in white, navy and gray, nicely boxed for presentation, making a most acceptable gift; procurable at a small expenditure; at 1.15 and 1.50.

Bath robes for the baby and the miss at $1

Dainty velour flannel in pink or blue rosebud patterns, cord at waist; sizes 2 to 14 years; prettily boxed; priced at $1.

Third floor, State street.

Sweaters for baby or miss, all colors, at 1.25 to 3.95. Infants' polo caps; at 50c. Leggings to match, 1 to 6 years, according to size, priced at from $1 up to 1.75

Cut glass section a rendezvous for Christmas shoppers

Let no one forget cut glass when making up the Christmas list. Our stock is one of the largest in the country. The values are positively unsurpassed.

Art cut glass, fourth floor, State street.

American cut glass footed fern dishes, 7 in.; luxe star design; complete with silver plated lining, $3.

American cut glass two handled footed cream cups, six inches high; holstar design as illustrated; $2.

American cut glass sugar and cream sets; luxe star design, as shown in the illustration; priced at $3 pair.

American cut glass deep bowls; 9 in., silver cut; luxe star design as shown in the illustration; at 3.75.

American cut glass water pitchers, 3 pint; a rich pinwheel design; a very desirable holiday gift, at 2.75

Rich cut glass salt and pepper shakers with heavy sterling tops; as shown in the illustration; now 35c.

Rich American cut glass mayonnaise set; bowl in chrysanthemum design; 10½ in. plate; as cut, at 2.50

American cut glass celery trays; regulation size; rich holstar design; a splendid assortment; at 1.85



Many splendid values obtainable in the art gift section

Groups of marble and bronze busts and figures, art lamps, bronzes of all kinds, hundreds of articles, from the least expensive to the costliest products of the foreign markets.

Ideal bronze figures and busts, a large variety of different sizes and subjects to choose from; at $5.

Choice collection of imported marble busts, representing some of the most noted authors; $10

Imported and domestic library, desk, bedroom and floor lamps at all prices; very special at $6 to $250.

Many other beautiful subjects in bronze, marble, for Christmas; ranging in price from $10 up to $250.

Humidors in different finishes and sizes, $5 to $10

Smoking stands of brass, brush finish, now at 1.50

Brass writing sets; with desk pad, ink well, blotter, paper knife, etc., specially priced at $4 to $20 set.

Separate pieces; paper knives, 25c to $1 50 each; ink wells, at 50c to 7.50. Stationery holders at $1 to $6.

Ash receivers and trays, brass or copper, 35c to $5

Mahogany humor cases, bottles and glasses, $27 to $90 set.

Clearing odd lots high-grade jewelry at great reductions

We have gathered the incomplete lines of much of the best selling jewelry into groups and marked them at prices that should insure clearance in a single day.

First floor, State street.

$5 to $25 imported La Vallieres, mostly rhinestone set, duo shape; specially priced, 2.50 to $15.

2.25 to $18 imported hat pins, white or fancy stone set; German and sterling silver, 1.95 to $12.

$3 to 3.25 fancy lockets; mostly stone set; gold filled; an excellent holiday line, at 1.95 to $4.

1.95 to $8 bracelets; gold filled and fancy stone set, reduced for quick clearance; at $1 to 4.95.

Christmas clearing hat pins

$1 to $6 fine imported hat pins, mostly stone set, are reduced for clearance at from 50c to 3.50.

1.50 to $2 turquoise matrix brooches; set in gold filled mountings; reduced for clearance to 95c.

The balance of jet jewelry, brooches, hat pins, La Vallieres, dog collars, at interesting reductions.

Ho'iday specials in hand bags, fancy combs, fans and belts

One of the most attractive bargains is a line of and cards, as illustrated; a regular $10 bag, at

Leather hand bags; all of the season's new effects; like leather; and styles; special prices, $10 to $35.

silk velvet hand bags with elaborate frames at the reduced price, 5.90.

First floor, State street.

Imported beaver calf leather hand bags, as shown, assorted colors; 8.50 value, now at 5.98.

$5 hand bags; samples; as shown, 3.98.

$10 to $15 sample bags, now at 6.50 and $10.98.

$2 solid gold "majestic" barrettes and hairpins; boxed prettily for Christmas, special price, $1.

Sample lines fancy combs, etc.

Sample combs, handsome and harmless; $3 to $20 values, reduced for quick sale at $1 to $12.

7.50 real ebony military brushes with comb; genuine morocco case; all calf lined; now at $5.

Veil, glove and handkerchief cases at 25% off.

$1 to $20 jewel boxes at a saving of one-third

Special importation Arabian piano scarfs in time for Xmas

These scarfs are very scarce, and many women will be glad to learn that we have them. Lions are handmade Arabian; tops to match; 8.50, $10 and 12.50.

Third floor, Wabash avenue.

6.50 leather pillow slips, 3.50

Gilling and square shapes; also library covers, handsomely burned designs; values up to 6.50; at 3.95.

Imported work baskets

Silk satin lined, handsome leather covers, accessories of the highest standard grade; prices from $5 to $18.

Handsome scrim doilies; 12x12, hand cut, in Persian or plain colors, some scalloped, some hemst'd, at 25c.

$3 fancy pin cushions at 1.95

18 inches long; covered with filet net, ruffle of satin and net; ribbon trimmed; silk bows; $3 values, 1.95.

Cluny lace centerpieces, 2.95

Very attractive designs; size 36x36; deep lace; pure linen centers; a gift that will be appreciated, at 2.95.

Special sale of scalloped bed sets in fancy gift boxes, 4.75

Sets consist of full size bedspread, 82x92 in.; with roll cover to match, beautiful new Marseilles patterns; fine satin finish, nearly scalloped, while they last at 4.75 set.

Third floor, Wabash ave.

Individual or guest towels, 25c

Fine quality of linen huck; 15x24, hemstitched or scalloped; damask borders, specially priced at 25c. 22x32 in. pure linen satin damask napkins, a regular 3.25 value; priced for Christmas buyers at 2.75 dozen.

Double satin damask tablecloths, 4.25

2¼x2¼ charming new round designs; extra heavy Scotch make; a great holiday attraction at 4.25 each.

Madeira hand embroidered luncheon napkins, size 14x14; $10 value; remarkable value at 7.75 per dozen.

Brilliant exhibit of Christmas handkerchiefs, special prices

Think of half a million handkerchiefs and all intended for Christmas selling. Not as the number is, it is none too large to meet the requirements of the season.

First floor, State street.

Corner emb. linen hdkfs., 25c

Many pretty styles are on this assortment; all on fine quality linen; splendid value at 25c and 4 for 1.00.

Madeira emb. handkerchiefs, 50c

Small scallop initial, sandy emb.; also many Madeira corner embroidered without initials; mostly linen; 75c.

Women's initial handkerchiefs

Women's hand embroidered initialed linen handkerchiefs; stylish initials; boxes of 6, 90c, $1, 1.50, 2.75.

Men's fine linen, initialed handkerchiefs; hand embroidered; boxes of 6 at 90c, 1.50, $2 and 2.75

Men's linen handkerchiefs, 75c

Men's plain linen handkerchiefs; beautiful quality linen, in gold boxes of 6, at 75c, 90c, 1.50, $2, 2.75.

Children's plain white linen initial handkerchiefs, also colored and two tones; good qualities; 3 in box, now at 25c.

Special importation Arabian piano scarfs in time for Xmas

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Third floor, Wabash avenue.

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Gilling and square shapes; also library covers, handsomely burned designs; values up to 6.50; at 3.95.

83 fancy pin cushions at 1.95

18 inches long; covered with filet net, ruffle of satin and net; ribbon trimmed; silk bows; $3 values, 1.95.

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Extensive Christmas displays of high-grade sterling silver

A trip through the Mandel silverware section gives all doubts as to what to give.

First floor, State street.

Individual 2-bottle cruets, at $3

Sterling bread trays at 12.95

Individual 3-bottle cruets at 3.75

Sterling silver berry spoons, 4.50

Silver dipped bon dishes, at 1.50

Individual salts 3 puppets, 50c ea.

Sterling bon bon spoons, 1.25

Sterling silver butter knives, at 2.25

Children's sterling silver cups, 3.95

Sterling silver bonbon dishes, 6.75

Sterling gravy ladles, new 90

Sterling silver sugar shells at 1.50

Two-clasp imported kid gloves in gift box $1

Notable offering of dependable, stylish kid gloves; pique and overseam; perfect fitting; all the new fall shades; also white and black.

First floor, State st.

Importation of 12,000 pairs women's $1 2-clasp glace kid gloves; brown, tan, red, gray, green, navy, pearl, mode and black, boxed; specially priced, 78c.

Special for high school girls: $1 leather gauntlet gloves, 1-piece, cuffs, tans; at 75c.

Silk petticoats daintily boxed for Christmas gifts, special, at $5



Models that conform with the advance styles for 1911, suitable to wear with the tailored costume as well as the more conservative gowns.

Third floor, State street.

Chiffon taffeta, satin messaline, also silk jersey top; street and evening shades; Persian and Dresden patterns, at $5.

Heatherbloom petticoats, 1.95

Deep eyelet embroidered flounce and scalloped henstitch edge, black, navy, gray, as cut, 1.95

Silk kimonos for Xmas, $5

Floral, Oriental and Persian designs with Persian border; empire, loose and sleeved styles, trimmed with silk messaline ribbon, all colors, 5.00 to $5.

$6 and $8 umbrellas for 4.85

Both men's and women's

Taffeta silk, twill silk, silk and mohair; lavendine tape edge; handles long, etched sterling silver, ebony, gunmetal, gold or silver caps, inlaid wood, pearl, horn, mission and natural wood; engraving free; as illustrated above; regular $6 to $8 values, now priced at 4.85.

First floor, State street.

3.50 to $5 silk and silk and linen umbrellas, engraving free, at 2.85.

Karpen's Sample Furniture

at from 50c to 65c on the dollar

The great success of this sale is due to its timeliness and to the remarkable values offered. 600 samples, covering the entire 8th floor, Wabash building.

Fourth floor, Wabash avenue.

Special sale pointed fox sets ideal for Christmas gifts

Here is one of our carefully planned holiday assortments, prepared last summer when it was possible to secure economies in production.

It's a choice lot of pointed fox sets in animal effect or shawl collar, half round or animal effect ruff to match, specially priced during this sale at 27.50

Adelaide chinchilla scarfs, 16.50

Heads removed at back; tails in taupe, finished in head and tail effect, very stylish piece; special for this sale, 16.50.

Handsome large pillow muffs to match; rare value, $30.

Genuine marten (shunk) shawl collar, tails finished with heads and tails, fine quality during the sale at $40.

Large pillow muffs to match extra good value, at $35.

52-in. Russian pony coats, 60

Made from good shine; well matched, shawl collars silk-eyes with cuffs; one of the season's bargains, priced at $60.

50-inch Persian lamb coats, made from good quality skins, brocade linings; sizes 36, 38 and 40 only, priced at $175.

Hudson seal coats: 50 and 52 in., 0190

Special purchase of 6 fur garments, 50 and 52 inches long, with brocade linings, long shawl collar and deep cuffs.

This advertisement is a sample of the kind of newspaper advertising that builds up great institutions. It is a fair example of the "happy medium" in department store advertising. It contains no extreme appeal to class and no grand stand play to the masses. Still, it has an individuality all its own. It is a lesson to the small merchant, as well as the large one, that advertising, properly conducted, brings results in exactly the same measure as it is read by the people. It is more important that you sell what you advertise than to advertise that which you have to sell. Get the public to believe your advertisements and you have solved the first problem in the merchandising of your goods.—Photographed from Chicago Record-Herald full page proof.

LIBRARY

OF

ADVERTISING

DEPARTMENT STORE AND RETAIL ADVERTISING

COMPILED AND EDITED BY

A. P. JOHNSON

ADVERTISING MANAGER
THE CHICAGO RECORD-HERALD

CREE PUBLISHING COMPANY
CHICAGO

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Dedicated to

CHARLES H. HAMBLIN

EDITOR'S NOTE

In this volume will be found a number of advertisements reproduced from papers in different cities throughout the United States. In so far as possible credit has been given these papers in order to identify the advertising with the city in which it appeared and as a courtesy to the newspapers which kindly forwarded them. It has been necessary to criticise mildly some of these advertisements so that the student of advertising may avoid such common errors as have a tendency to creep into advertising, copy and arrangement. In no case are these criticisms severe and in no instance must they be considered as reflecting upon the intelligence, opinions or tastes of the advertiser or the advertising man who has prepared the advertisements. A noted American wit once said something to the effect that "difference of opinion makes horse races." It is difference of opinion that improves advertising. No effort has been made to select only so-called artistic advertisements, for the reason that an artistic advertisement, having no other merit than that of being good to look upon, never sold a dollar's worth of goods. Hence, the plainest, simplest and most readily understood advertisements have been used as illustrations.

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PART I

DEPARTMENT STORE ADVERTISING

By JULIUS SCHNEIDER
Advertising Manager The Fair, Chicago.

The entire intent of this article is to afford a clear idea of conditions of which cognizance should be taken in department store advertising. It is not a dissertation on ideals of merchandising, store practice and advertising, but will aim to be practical at every point.

While the very essence of the pursuit of advertising entails a close study of human impulses with special reference to the buying power and the money-spending habits or impulses of various social orders; and while it will be necessary repeatedly to refer to "classes" and "groups," based on the order of their generally accepted social status or buying power, nothing can be further from the intent of the writer than to draw invidious comparisons between such classes.

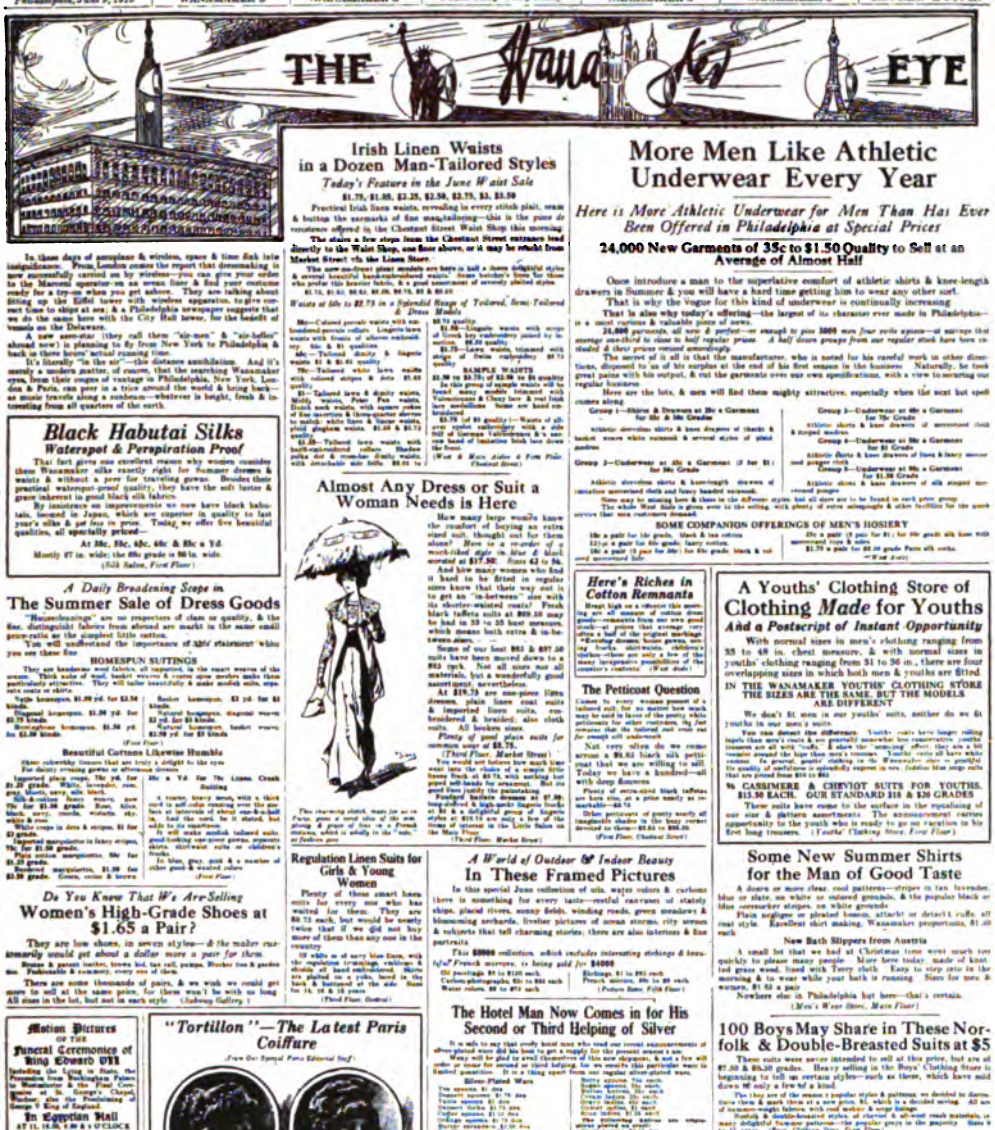
Each class has its place in human economics, and when these classes are studied with reference to advertising the study must, of necessity, be entirely impersonal, and they must be spoken of from the commercial point of view, in an absolutely impartial or judicial frame of mind.

If, then, certain groups may be classed as "higher" or "lower," and certain establishments may be graded as "higher" or "lower," it is merely with reference to generally accepted standards, without intent to cast aspersion or to suggest preference. Each has its place; each deserves respect; each must be considered entirely on the basis of its possibilities for exploitation by the advertiser. This should be clearly understood at the outset, to avoid misinterpretation of the writer's motives, assertions and analyses as they may occur later on.

Nothing could be more destructive of correct advertising analysis of any people, than an attitude of contempt or superciliousness toward any group which offers a legitimate field for the sale of legitimate merchandise in a legitimate way, at a legitimate price. And in the consideration of advertising, the fake or dishonest purveyor or exploiter has no place in these days. The earnest effort of the promoter of advertising is to drive the fake and the dishonest out of business, in which effort all the better mediums among the newspapers, magazines and other sellers of space are cordially coöperating.

* * *

The various chapters of this work, both preceding and succeeding, will elucidate innumerable phases of advertising in detail, which in a general way apply to the department store feature, because the modern department store embraces in its field of activity practically the en-



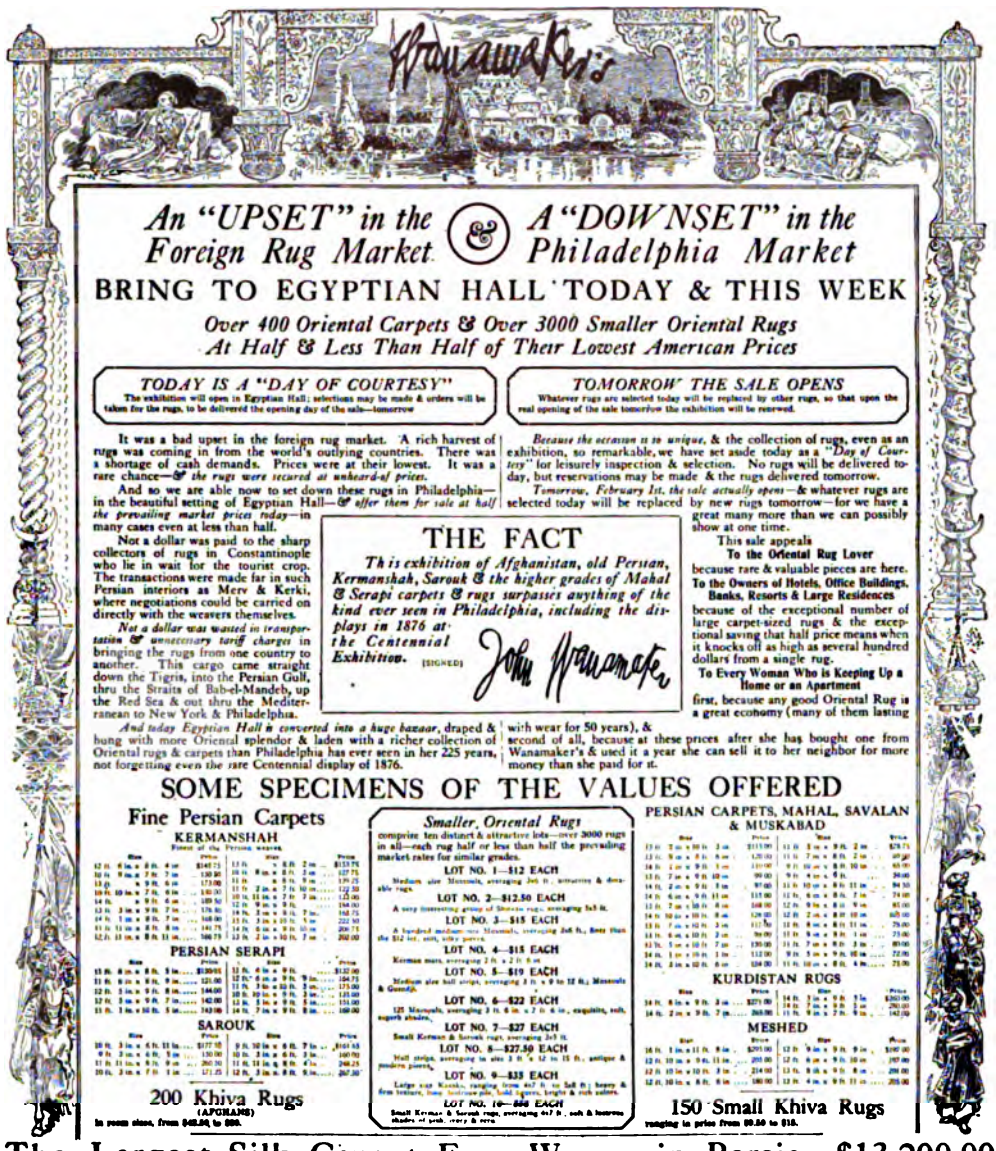
A flash that will attract. Note below that Wanamaker illustrates when an illustration is needed to tell the story.—Philadelphia North American.

tire gamut of merchandise and the entire field of merchandising operations.

In elucidating the many problems which confront the advertiser of the department store, it is unnecessary to begin at, or to pay much attention to, the technical matters of type faces, layouts, etchings, etc., nor to the elementary rules which confront the beginner, ignorant of the printing and engraving arts and entirely unfamiliar with advertising procedure.

We will take it for granted that those who have arrived at a point where they direct department store advertising, or department store merchandising, or department store management, have long since passed through the elementary lessons of technical details, no matter how securely or wildly they may be navigating the seas of business philosophy; no matter how serenely or falteringly they may grapple with the larger problems of business policy; no matter how sturdily or lamely they may present to their own scrutiny the semi-annual inventory and its camp follower—the profit and loss sheet.

In certain business circles there is still affected an attitude of semi-scorn toward the "Department Store," and we find in many cities large establishments which deny themselves the title, preferring to be known as "Dry Goods" stores, and basing their preference on the fact that one or more of the usual departments of the "real" department store is not included in their repertoire — such as, for instance, groceries, or meats and fish, or wines and liquors, or drugs and prescriptions, or hardware and



A striking presentation of an Oriental Rug transaction that could not fail to win approval and widespread response.—Philadelphia North American.

kitchen utensils, or books and periodicals, or any one or all of these.

This may be a satisfactory reason to the merchants, who may consider one or all of these beneath the dignity and social standing of the dry goods man. To the general public, however, these fine distinctions are not so clear, and we will accept the public dictum by including under this head, in this section, all of those large retail merchandising enterprises which are a feature of all American cities.

While some of them may lack a department of monkeys and live animals, and others may lack a department of sculpture and painting, or still others may lack a department of *belles lettres*, they are none the less department stores in the public's general acceptation, and in varying degrees of dignity hold preëminence in their localities, where they are the retail centers, catering to large masses of the populace for most of their wants, and to the entire populace at some point.

Why there should be any feeling of hostility to the department store, or on the part of a big general merchant to the title, is an interesting subject of inquiry.

On the part of the buying public, such hostility as may exist is that which has been bred and fostered by the smaller competing tradesman—the neighborhood store located at more or less distance from "downtown" or "uptown," as the trading centers are usually designated. Naturally, the smaller merchant, feeling keenly his disadvantage in competing with an immense capital and a great



Latest Dispatches From Wanamaker's



Weather Today Fair & Warmer — PHILADELPHIA, FRIDAY APRIL 22, 1910 — Store Closes at 5.30 P. M.

Our Latest Dispatches

Are full of unusually good news today; they have come pouring into the Wanamaker News Bureau up to the time of going to press, with reports of all sorts of new arrivals & interesting happenings.

Here, for example, is a great showing of men's hosiery, from all the great hosiery producing centers of the world. And some late arrivals of the very little priced socks from Chemnitz, that have just passed thru the customs house.

Pretty summer suits for women, pongee linen & other cool materials, make a charming display. And another important arrival is the full assortment of the famous Wanamaker-Reliable shoes for women.

Wanamaker's are in telegraphic touch with the fashions; fresh as your morning newspaper is the automotive style news from this store

Silk Remnants

50c to $1.50 a Yard—Wanamaker Silks & Yahou Twice These Values

It is hardly necessary to add more, for Wanamaker silk remnants have a reputation of their own.

Many dress lengths, practically every color, with a right assortment of shades every hand is included in the collection, & the prices are remarkably low.

Look for them on the West Aisle.

Cotton Dress-Goods Remnants

Some of these remnants are long enough for dresses, others just right enough for children's summer wear, or a dressy. The assortment includes almost every kind of cotton fabric from the dainty silk mixtures to novelties to a number that are unique, perhaps, in many ways, & all of them are mighty inviting. (Main Aisle)

Peanut-Butter Puff 25c a Pound

Pleasure is the very name of the candy and delicacy department, for the Peanut Butter puff is one of the specialties, with a delectable flavor & delightful tenderness of bite a pound are a hundred or more of them, & they have never stopped at Wanamaker's because they have to. Wanamaker business is characteristic. (Chestnut Street, Balcony Floor)

Women's Perfectly Tailored Suits of Linen & Pongee

"Simplicity is what you have to pay for," is a common saying among those who make or sell women's clothes.

They know that trimmings can sometimes disguise a poorly cut coat or an ill-hung skirt, while simplicity demands perfection of cut & workmanship.

But here are simple suits of linen which cost very little, yet are trig & trim from collar to skirt hem. The sharpest-eyed among our own people cannot find a fault in them.

Natural linen, light weight, $8.75.
Fawn & beaver, with design seams, $9.75.
Both fawn & navy firm & buttoned with smoke pearl buttons, $10.75

Creamy oyster-white linen, very heavy, $10.75

Any one who remembers the *beautiful* $25 Shantung pongee suits with lovely lounge of cardinal, green or champagne silk will be glad to know that we have another shipment. A similar style is here in all-black pongee, guaranteed not to turn greenish, at $27.50.

Other very simple Shantung suits lined with white & most attractive at $30.

For those who like the rich, even warm tint American white linen suit there are pongees at $32 very simply cut, with big pearl buttons for cool, easy enjoyment.

At $30 is a tuxedo style, the black of the long roll collar being repeated in the vest and buttons.

At $40 there is a single-breasted suit of Tussah pongee heavily braided, & a $47.50 style is copied from an imported model, as to cutting & ornamentation, & is extraordinary intensely elegant.

But the most distinguished of the entire pongee line is a coat absolutely simple in line & with heavy embroidered cuffs, the skirt & short panels. This costs $60.50. It is the kind of thing that women delight to wear. (Third Floor, Market Street)

Pongee Suits for Girls & Young Women, $18.75

"But why are you so particular?" said the suit-maker. "Other shops, & I sell to all the best ones in town, take my suits without complaints or alterations."

"They *must* be right," we told him, "absolutely right, according to Wanamaker standards, or we cannot take them. Four times, & at times altogether did he bring them to before we were satisfied. And then we made no more objections; materials, cut, fit, finish, workmanship—all were up to our ideas of proper suits for young women.

These pongee suits are on view this morning. Pleated skirts, semi-fitted coats, front & back single breasted & hand throated with taffeta to match. $18.75 each

Coats or vests blue & natural, 34, 36 & 38 inches *Just as fine as we have, there isn't another pongee suit to have that equals these at the price* (Third Floor)

Shirtwaists—Fresh & Feminine

Here was a designer combine simple tucks, embroideries & lace, wear in & your suit & yet do something different every time!

We don't know. But the latest semi-tailored waists are so exquisitely refined in style that it is clear the corporations can't running low. On most of them the front fold gives the feminine touch.

Lawn waists, their folds edged with insertion (Tuxy), $1.98, featured in the back, & another with a stripe of embroidery down the front, $2.25.

Batiste with embroidery folds, some lengthened with yoke, $2.50.

White batiste with hand tucks & hand embroidery, $2.98.

A novel lawn design showing unusual closing & button in each collar, $3.75.

The new lingerie waists are showing many French goods & three-quarter sleeves. Two charming examples of batiste at $3.50 & $4.

But as the range of lingerie waists is $1 to $12, the other styles are legion. (Third Floor, Chestnut Street)

Black Mohair Suitings for Summer

A twelve-or more practical fabric for summer wear does not exist. For traveling it is especially desirable, being non-crushable, dust shedding & durable. For ordinary wear, in the country, in town, or at the shore, it is a universal favorite. Bathing suits are made of it, also skirts, short-coat suits, dust coats & men's summer coats. The man in his office, the artist in his studio & the woman at home find it a comfortable summer fabric.

A 42-inch mohair at $1.00 & $1.75 is one of the finest grades procurable. Number one mohairs without possibility of lustre cost $1.25 & $1.50, according to weight, thru $1.75 & $2.00 to $2.25 & $2.50.

Plain mohair Sicilian (particularly recommended for bathing suits), 50 in. wide, like a panel.

Silver gloss Sicilian mohairs are 38c, 75c, 85c, $1, $1.50 & $1.75.

(Down Stairs Store, Front Floor, Market Street)

The Philadelphia Fur Vault

"They told me to be sure and tell others when I came to Wanamaker's," said a customer from Boston, "and when they do I'll be thankful, I had no idea there was anything of the kind in the city."

This great Dry-Air Cold Storage Vault keeps furs safe from moth or other injury, & makes them always welcome.

Telephone 1000 & you have anything you would like stored.

Good News of Ribbons

Pretty colored taffeta silk ribbons, extremely suits for hair bows, belts & hat trimmings, in white, pink, cardinal, brown & Alice, navy & light blue, are extra good at 18c a yard. 4½ inches wide. In black, 5½ inches wide, 18c a yard.

Short extra-heavy taffeta ribbons, very rich, for sashes & trimmings, in white or the following colors:

Pink, Nile, Alice, navy, light blue, cardinal, brown & black, 5½ inches wide, 25c a yard. (Main Floor, Front Aisle)

Shad Lunch in the Dairy Today, 60c

Real Delaware shad, deliciously prepared, will be served most appetizingly today & every day in the Dairy Restaurant.

Also a delightful lunch at 60c. Chicken Pie or Chicken Croquettes with Potatoes au Gratin, Hot Rolls & Coffee. Choice of one of the Desserts (Delicatessen, Market)



Bewitching Bonnets for Little Folks

Headgear fresh as an hour-old rose & quite as lovely, for these wee babyships from 1 to 4 years old.

Here are all the charming shapes that are so engaging among them quite Quaker styles that hug the face, *Baby Bell*, frilly little sunbonnets, poke hats & *sweet little* satin hats, however, if you please. Naturally *Whitings* & quiltings, rosebuds & forget-me-nots lead in the trimmings.

Babies' lingerie bonnets, $1.75 to $5.

Infants' imported handmade caps, pretty & dainty, embroidery picots & French knots, $1 to $3.

Infants' lingerie caps, embroidered, $0.75, $1, $1.25, $1.50, $2, $2.50, $3, $3.50. Hand-embroidered, $4, $5, $6, $7.50, $8, $9, $10, $12.50 & $15.

Infants' knitted bootees, $0.50 to $1.50.

(Third Floor, Subway Store)

Novelty Hosiery for Men

An International Exposition

The Whole of the Main Aisle, Market Street, is in Gala Array With Contributions From America, Germany, France, England & Ireland

Early last June we started, & the numerous socks & colors & designs shown today are the results of a long hosiery pilgrimage. There are many old world "Mercers" in the hosiery realm, & thither we wended our way. To get not only the new, handsome designs & elegant fabrics, but to get better socks—socks with all the Wanamaker improvements—that was the object of our quest.

Yes, it has taken a long time, but the results justify our efforts

This season more than ever is a man's hosiery important. Well-groomed Englishmen & smartly dressed Frenchmen wear their trousers short indeed. & Americans are following suit. As warmer weather is coming, & low shoes & Oxfords will have the sight of way. And with them, hosiery.

Silk, lisle & cotton, handsome socks that a well-dressed man will enjoy wearing

Colors are in good taste—soft tones, tints & between-shades that will delight an artist as well as a business man.

Designs are handsome & distinctive, & usually exclusive.

And the number of kinds seems almost unlimited

$1.75 group—lisle, 7 styles & colors.

$2.00 group—silk, 10 colors.

$2.50 group—silk, 8 colors & combinations.

$2.50 group—lisle, 16 styles & colors.

$3.75 group—silk, 6 color combinations.

$3.50 group—lisle, 6 styles & colors.

$4 group—silk, 10 colors.

$5 group—silk, 14 colors.

$5.50 group—silk, 16 colors.

$6 group—silk, 12 colors.

$7.50 group—silk, 8 color combinations.

$8 group—silk, 10 colors.

$10 group—silk, 14 colors.

It is only fair to tell you that most of them came from abroad, reached us but elsewhere & will not, in all probability, be duplicated, so that early selections are advisable. (Main Aisle)

Man's Vase for Which You May Thank "Uncle Sam"

When that enormous purchase of Chemnitz came thru the other day the customs people held out six cases because of the very low prices. They reckt us yesterday

Here's grey or tan cotton half hose, the 4 pair, or 4 cotton hose or good for wear, but you'll find them so much above, for 25c

Half hose of genuine Egyptian cotton yarn, fine-ribbed, & 3 shades, for 25c a pair, value, or like a pair more than double.

Men's half-mercerized yarn-dyed half hose, black, tan, grey & blue, for a pair, or 4 cotton hose at

mercantile establishment, will do all in his power to discredit and to spread a feeling of distrust of his powerful rival. With thousands of such small dealers, each with a certain clientele of friends and neighbors, industriously spreading their "gospel of discontent," it is not strange that there should be a not inconsiderable feeling of enmity toward the "oppressor," the "crusher of competition," and that a measure of distrust should be bred of the reliability of merchandise and veracity of the advertising of the big store.

A certain class of these big stores—those known as "cheap" stores—have, in a measure, justified this feeling of suspicion by their encouragement of inferior qualities of merchandise, which can be retailed at lower prices than similar articles of "standard" or higher quality offered by other big stores, whose management is alive to the value of reputation for quality.

And these same "cheap" stores, which have a perfectly legitimate place in the economics of trade, are directly responsible for what may still exist in some of the public's mind of contemptuous attitude toward department store advertising. Such advertising will receive attention further along in this article.

The "dry goods man's" unwillingness to be classed as a "department store" is due to this same feeling that it is beneath his social status to be classed with what are generally denominated "cheap" stores, catering to the classes of the community whose primary demand is for cheapness,

The Spirit of the Store, Like That of the Hive, Depends on Its Mutuality



Mutuality is co-operation, sympathy, *give-&-take, esprit de corps*—call it what you like.

It is *mutuality* that sends the bee out to gather honey, & returning, to add it to the comm on store of his wonderful republic. A single bee, toiling by himself, would be of scant account. It is as part of a harmonious organization that he becomes effective.

It is *mutuality* that sends Wanamaker representatives scattering all over the world to bring back that which shall be new, interesting & helpful to the general comfort or happiness.

It is *mutuality* that impels each to add his quota to the perfecting of the service in which the spirit of the store stands revealed.

It is *mutuality* that guides Wanamaker's in its relations with the public & makes of this store an institution of national scope & helpfulness.

Egyptian Hall

Today's Program

Great Organ Recitals by Dr. J. Lewis Browne, 11 & 2.30

Concerts at 11.30 & 3 o'Clock by Leo Desmond, violin; Walter Desmond, cello; Mary Vogt, piano; J. Lewis Browne, organ; Charles E. Tracy, at the Amphitheatre, & the world's great artists thru the Victrola.

New Motion Pictures of Paris Fashions

Especially photographed for Wanamaker's at the Paris Auto Races in the Bois de Boulogne, & the racecourse at Auteuil.

The Millinery Salons

will be found today
In Their New & Permanent Home
on the same floor as before—the Third, but at Chestnut Street, adjoining the shirt-waists, where you are cordially invited to visit them.

An Adjunct of the Summer Girl

Pretty Parasols

She can adjust one for each of her sportiest gowns at today's price—$1.50 to $8—for the prices are like the parasols—samples.

or all black lace fines to taffeta & poupre in all colors from pale shades to deep tones.

All new—this season's styles—& so many pretty combinations that you'll surely want more than one! *(West Aisle, Center)*

For Women Who Wear 9, 9½, 10 or 10½ Stockings

Nothing in the hosiery world is more staple the year round than black lisle thread stockings. We sell a particularly excellent quality at 35c a pair, that other stores find very hard to equal at the price.

Soon in one of the styles of these stockings have sold down to a few. We found an importer in the same fix, with a small quantity of stockings of the same grade in other sizes. We bought them. So, between the two lots, we are able to offer today just black lisle thread stockings, in sizes 9, 9½, 10 & 10½, at a price that women will find very tempting—*35c a pair.* *(Main Aisle, Market Street)*

Odd Lace Curtains at Signal Price Revisions

Odd pairs of Irish point curtains, $6.85 a pair, that have been double.

Among the two-pair lots are Irish point curtains that have been selling at that price for one pair. $9 for two pairs of Marie Antoinette curtains—one pair of which has been pouting that stock.

Two pair of Brussels curtains for the former price of one—$16.50.

Three pairs of muslin curtains for $6, one pair of which usually sells $4.

Three pair of Arabian lace curtains $61.75, the price of one pair having been $34.50.

Three pair of Marie Antoinette at three pair of which usually sells $35.

In some instances one curtain may have been used as a sample & may reveal slight handling.

(Upholstery Store, Fourth Floor, Chestnut Street)

Three Newcomers in the Women's Suit Store

If there is anything more practical for afternoon & informal evening use than certain soft dresses just unpacked, we should be puzzled to name it.

The silk cuirasse which drapes so gracefully is chosen for some of them, decorated with cord embroidery & wee buttons. Their shirts have the shackle effect without the shackle inconvenience, & their little chemise & cuffs are veiled to keep the tone of the whole perfect. These cost $50.

A second style at $18.75 is of taffeta in blue wistaria & gray, with self-covered yokes & cuffs, & the new skirt with pleats.

from number three is a mannish worsted suit—black & blue with an indistinct stripe of white. The coat sleeves are strictly mannish & the skirts have the side flare & pleats front & back. $19.75.

(Third Floor, Market Street)

Women's Sweater News of Importance

The there is scarcely anything the matter with them, there is an occasional tiny spot on the snowy white of these sweaters which puts them into the "second" class & thereby brings down the price.

$2.85 & $3.50 Each

for a number of good styles.

They come just in time for women & girls going shore- & mountain-ward. *(Third Floor)*



Moving Time Is No Respecter of Class, Quality or Price, as

These Dress Fabrics Will Testify

From the finest imported woolen to the lowliest cotton every yd. of dress goods is getting ready to move—to new quarters or new owners. We do not want to take small quantities or odd lots, & so we have been ruthlessly cutting prices to hurry them out.

All are this season's fabrics, chosen with care & discrimination, & it is your opportunity when their prices are marked like these:

Black Goods—

An interesting group of dress & skirt lengths—crepes, crepe de chine, marquisettes, silk voiles, novelty grenadines & other staple & fashionable fabrics. Usually but one length of each kind, but the variety is wide.

Skirt Patterns—

1 yds. silk & wool epingle, $2.85, formerly $6.75.

1 yds. plain all-wool mohaire, $3, formerly $6.

2 yds. stripe wool cream, $3, formerly $7.50.

4 yds. stripe serge, $5, formerly $9.

3 yds. silk stripe crepe, $7, formerly $13.50.

Dress Patterns—

4 yds. of silk figured crepe de chine, $11.25, from $18.

4 yds. of all-wool imported grenadine, $9, from $18.75.

4 yds. of silk, stripe marquisette, $12, from $21.

3 yds. all-silk crepe mohair, $10, from $20.25.

3 yds. satin, novelty barrage, $7, from $13.50.

Striped Serge, 48c Yd.—

The 2 yd. was the original price of this striped serge, but the quantity is limited.

It is all-wool & 40 in. wide. The colors are good, but—navy, green, tan, taupe, tan & black.

Excellent for separate skirts. (First Floor)

Two Special Purchases of Wash Goods

Printed Lawns, 7½c Yd.—

The patterns are so pretty & the printing so good it would be reckoned good value at 10c a yd.—at 7½c it is unusual, indeed.

White grounds with dots, stripes, rings & figures in black, blue or red.

Half-Linen Suitings, 12½c Yd.—

Plain, fancy, Scotch, Scrotcher—they all three months a woman requires wearing a linen frock or suit. Ordinarily 20c a yd., but just half that much because of the size of the purchase.

Plain colors, in a variety of shades, which either with white cottons & natural color with colored stripes. *(First Floor, Market Street)*

144 Men's Fine Serge & Worsted Suits at $15

The Men's Clothing Store is about to spread itself over the whole north room of the First Floor.

And we want no odd lots & short pattern assortments when the outspreading begins. The first preparation we have made for moving is plucking from the stock everything not necessary to an equalized assortment & all the "lews," as two or three suit lots of a pattern are known.

Hence there are 100 serge suits, blue & black, of $18, $20, $22.50, $25.50 & $25 grades, & 44 worsted suits from special purchases that graded alongside our regular stock at $22.50 & $25.

ALL FOR TODAY'S SELLING AT $15

The Wanamaker Men's Clothing Store is conducted on a plan that does not require great unloading sales. We couldn't have a big "sale" of clothing today if we wanted to, for we don't overload.

It is only when certain pattern assortments sell down to a few of a kind or when there is an overbalancing of sizes in some particular variety that we pluck out "extras" to equalize. That is why we present this opportunity today for 144 men who come early. *(First Floor)*

A "Clearing House" in Men's Clothing Because of Moving



Men's New Straw Hats, $1.50

The New Price for $2 to $4 Sennits

This greatest change in the price of the regular Wanamaker straw hats has been the undoing of hundreds of other straw hats that never struggled hard to keep up appearances under former prices.

There is no economy in wearing a weather-worn hat when $1.50 starts a man out well battled again.

Not even the famous London hats are reserved.

$1.50 is the price of a fresh & new straw hat. *(Main Floor)*

Men's Shirts, 65c

Mighty glad to get hold of them, because they are just the shirts men are after nowadays. Plain neglige, cleanout black & white striped effects, dotcheck cuffs. That they are a lot better than their price you will see at a glance. *(West Aisle, Market Street)*

Superior Table Cloths

Finally Grouped for Special Economy

Being an overlot of particularly fine pure flax cloths woven in half a dozen handsome patterns from a superior quality of yarn & bleacht on the dewy grass without the aid of chemicals, thus insuring whiteness & wearability, at prices lowered for quick disposal.

Table Cloths

72x72 in., $2 each. 72x90 in., $2.75 each. 72x108 in., $3.50 each. 72x126 in., $4 each. 72x144 in., $4 each.

Napkins to match at prices relatively lowered, 66 inch, $1.25 a dozen.

Table Linen of Special Excellence

Silver bleacht Irish damask in four neat designs, splendid wearing qualities. For breakfast cloths & luncheon linen use. 70 in wide. Exceptionally priced at 65c a yd.

Fine Irish damask breakfast napkins that give the service of satisfaction; hemmed ready for use, 12 in., 75c each.

(Linen Store, First Floor, Central)

A Man's Second Pair of Summer Low Shoes

Is a help to the first & the pocket

That is, when men's high-grade low shoes are so low in price as they now are in this mid-season sale at Wanamaker's.

Perhaps you have "sample size" feet—6, 6½, 7 or 7½, width *A* or *B*. We bought the sample outfit of a manufacturer of $4, $5 & $6 shoes. *& they are here in the three-man sale at* **$2.50 a pair.**

Men's Patent Leather Oxfords in this sale at $2.50, were made to retail at $3 a pair, but we bought them in a special purchase & included them in the mid-season disposal.

Men's Low Shoes at $2.50—A badly broken size assortment, but full of opportunity for men whose sizes may remain, for they are taken from our own $4, $5 & $6 ranges!

(Subway Floor)

To Make Your Parlor Look Its Best See These Axminster Carpets

To brides & prospective brides, to all homekeepers interested in carpets of warranted excellence at savings of warranted reality, we extend an invitation to inspect today a beautiful display of standard Axminster carpet, our entire stock, of 20 patterns, at **90c a yd. for the recognized $1.25 grade.**

Small Group of Fiber Rugs

Hard-twisted Paper Fiber—

6x9 ft., $4.

7½x10½ ft., $7.50.

9x12 ft., $7.65.

Rugs Woven of Wood Fiber with Fiber—

7½x10½ ft., $7.50.

9x12 ft., $9.50.

All of which prices are 40 per cent. short of the normal value.

Direct From the Far East—180 Matting Rugs

We wanted them sixty days ago, but they got temporarily lost in transit. On this account you can buy them for 20 per cent. less than the usual cost.

Attractive China matting rugs, very heavy damask weave, with linen finish—30 in. x 78 in., 75c & $1—they should go in a few hours. *(Fourth Floor, Market Street)*

A Hammock Note

$5 is the price of this comfortable couch hammock, the it has all the comfort of a higher-priced one.

Made of khaki-colored duck, with wind shield & a soft green mattress. Swing it on lawn or porch, if you like; if you prefer a stand, we have them, **$6** extra.

The low price is due to an unusual purchase. *(Toy Store, Subway Floor)*

The Delicious Flavor of Ripe Grapes Still Lingers in Wanamaker Grape Juice

As many healthy persons as invalids enjoy this delightful beverage, for good grape juice is as refreshing as it is invigorating.

Only the choicest Concord Lake Erie grapes go into the Wanamaker grape juice. Care is exercised in the manufacture to retain the delicate flavor & aroma of the fruit, so that the result is a palatable drink of absolute purity.

Ginger ades & grape lemonade are two of the many delightful hot-weather drinks which may be made from Wanamaker grape juice.

To let you find out for yourself just how pleasant & healthful a drink it is we are having a demonstration of it today on the Subway Floor, near the elevators. There a glass of it with our compliments.

Quart bottles, the each, 30c a case. Pint bottles, the each, 40c; a case. Half-pint bottles, the each, 25c; a case. (Each case contains 24 bottles.)

Chafing Dishes & Tea Brewers

Your Pick From This Group at $5

The chafing dishes are the samples that have been shown on tables & showcases in the Housefurnishings Store.

Probably you have seen them & know how much higher priced they have been than $5.

Nickel, copper, various patterns; each equipt with alcohol lamp of excellent construction.

The tea brewers are quaint & handy, just right for dressing room or bungalow wherever you like. Dull copper, bright copper, nickel or brass. Half a dozen styles at half a dozen various higher prices, all prompt at $5. *(Subway Floor)*

A Bit of Good Handkerchief News

12½c each for sheer, handkerchiefs with dainty hands, dots & figures of colors! "I should think them remarkable for twice that sum," said the handkerchief expert, who knows handkerchiefs, from A to Z.

Women & girls will like them to carry with colored frocks & suits.

Colors are lavender, blue, buff, green & pink.

$1 a dozen for Irish plaid handkerchiefs of all white, with a bit of embroidery in one corner. These too are unusual for the money.

Sold in half & dozen lots only.

Colored ones don't do, for handkerchief sense! *(Wide Aisle)*

Children's Muslin Underclothes

Prices Blue-Penciled

Because the garments need a tubbing The muslins are of excellent quality & there is workmanship & trade in the application of the pretty embroideries, laces & fancy stitching in the collections are some hand-made French drawers that are particularly good, also a few pretty trimmed petticoats. Sizes for 4 to 14 years. Nightgowns, 89c to $4.65. Drawers, 19c to $1.

Young Folks' Sweaters

They too are wanted & are priced accordingly. In plain & fancy weaves, in gray & in white. Sizes for 6 to 14 years. Now 49c to $3.50 each. *(West Aisle, Center)*



Good Shirtwaists at Small Prices

Four particularly interesting groups that we should like you to know about:

Sample Waists

Lingerie blouses of white lawn & batiste. Value-giving at $1.50 & $1.75 each, instead of $1.98 to $2.75 each, which are of course but sample pieces.

Rummage Waists

Discontinued styles in colored, odds & ends, some summed & soiled, but the prices compensate, 49c to $2 each.

Waists at $1

Soft batiste, collarless & with a yoke of lace & embroidery. Unusually attractive.

Several fancy styles, lawn & batiste, with embroidered fronts & Valenciennes lace insertions.

Fine-barred white flanity, plainly tailored, with stiff collar for the girl who wants a tailored shirtwaist.

Waists at $1.50

A high-neck lingerie style or a square-neck white waist trimmed with lace & embroidery. *(West Aisle)*

As Cool as a Drink of Water

These new tub dressers for women are made of sheer filmy cotton—white ground with little dots of color—& are cool just to look at, not to mention wearing.

The simplicity of style is an additional attraction—a fitty square low neck & three quarter sleeves. Embroidery beading edges the neck sleeves, left & center down the front of the bodice. This is run with black satin ribbon & gives it a quaint finishing touch.

In one piece, of course. $6.50 each.

(Third Floor)

Have You Found Out Our Diamond Secret?

A good many people have, & have been correspondingly delighted. It has to do with the moving of the Jewelry Store to its old-time home at Chestnut Street, & with important price readjustments on certain diamonds.

We shall be glad to confide the secret to you in person in the Jewelry Store.

(Thirteenth & Market Streets)



"And the Villain Still Pursued Them"

The China Store at Home & Welcoming Visitors

We have never had such a place as this Fourth Floor in which to show our wares—so airy & so light, thanks to the high ceilings & fourteen great windows. *And we have never had such beautiful wares to show.*

Table after table is rich with new importations of fancy china, with new Fre nch & Austrian dinner sets, with fine German china in new border effects never shown before.

These are new bronzes—you must be sure to see the piece called "The Defender of the Home"—& many new pieces of marble statuary. Cut glass alone fills a space half as large again as that allotted to it in the Subway Store, & the assortment, including French imported glass, is exceedingly large.

In the main section with all this array of table furnishings is a splendid collection of lamps—many special Summer designs among them—lamps which are having the opportunity of their lives to show their beautiful domes.

Every day from now on we shall be opening the big boxes & cases direct from the manufacturers—both foreign & domestic.

Decorative Chinas for Little Outlay

But the new things are not the only sources of interest.

Nothing is better than ordering for bringing to life odd pieces—single pieces of broken dozens of little or no use to you.

This morning a long table is loaded with avenue of such things as plates, cups & saucers, open bowls, berries dishes, sugar & creams, preserve sauceers, relish trays, salads & bouls trays, chop dishes & dozens of other items, every one of them to be hurried out for a small part of its regular price. *(Fourth Floor, Central)*

What Do You Want a Player-Piano For?

If principally to play with the music rolls & not much by hand, then you may get a satisfactory instrument for only $350—the price of the BOUDOIR player-piano.

The low price of this piano is made possible by the small size & short scale, not by inferior workmanship. It has six & one-third octaves & plays 65-note music, of which there is a greater variety obtainable than any other.

It answers every purpose for music-roll playing, & occupies so little room that it can be placed in dormitories, flats, cottages, bungalows & yachts which lack room for full-sized instruments.

If you want a piano with full scale of 7½ octaves to play by hand as well as by the roll & play 88-note music as well as 65-note, we can supply you with the AUTO-PIANO, which is a thoroughly dependable player-piano having a reputation that is world-wide, for $485 to $650.

At higher prices we have the famous EMERSON-ANGELUS at $800, the ultra-artistic SCHOMACKER - ANGELOPIAN at $900, & the world's greatest player-piano—the KNABE-ANGELUS—at $1000.

Terms made on any of these to suit your convenience. Pay by the week, month or quarter if you wish. No publicity; simply a business arrangement between you & us.

If you have an old piano to exchange, write us the maker's name & the style, & we will send you an estimate of allowance.

(Piano Salon, Second Floor)

The spirit of mutuality is evidenced throughout Wanamaker's practice—advertising and management. Not all other stores can say as much.—Philadelphia North American.

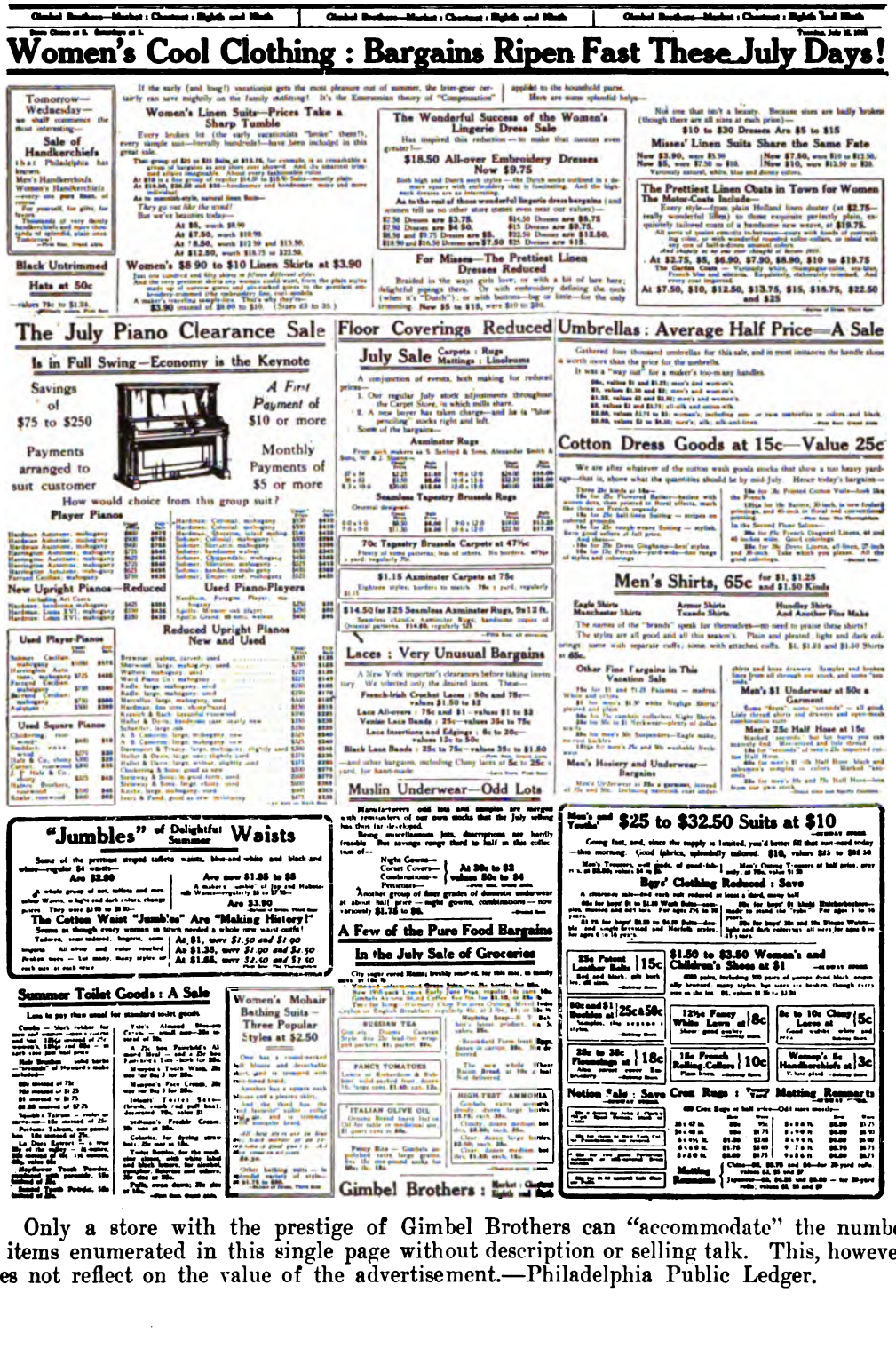
and whose definition of a bargain is "a greatly reduced price."

The public does not make the same fine distinctions in the same way, and in the public mind all the large stores are included in the single category of "department stores," and we shall so regard them in this treatise on the advertising of these establishments. This advertising is a prominent newspaper feature in all American cities, and offers innumerable phenomena, interesting as a study even to those who are not directly interested therein.

Origin and Growth of the Department Store

The pioneers in the department store idea antedate even the little general store of the rural crossroads communities. The real pioneer was the peddler, with his assorted pack, who carried a general store on his back, pressed and compressed like a ton of hay into a single bale. All over the country, at the head of immense establishments, we find today the second, third and fourth generations of the progeny of these original sturdy pioneers.

They were the peripatetics of trade; they walked their circuits for years, until they found the town that was likely to grow—and with a keen foresight they dumped their packs on the most likely corner, got a roof over them and proceeded to take quick advantage of the growth of their townsite into a metropolis. Even where the originators were not peddlers, the beginnings of the great modern marts of mixed merchandise were invariably humble—



Women's Cool Clothing : Bargains Ripen Fast These July Days!

Tomorrow—Wednesday—we shall commence the most interesting—

Sale of Handkerchiefs

that Philadelphia has known.

Men's Handkerchiefs.
Women's Handkerchiefs
—every one pure linen, of course.
For yourself, for gifts, for brides.
Thousands of very dainty handkerchiefs and many thousands of splendid, plain ones. Tomorrow!

Black Untrimmed Hats at 50c

Women's Linen Suits—Prices Take a Sharp Tumble

Women's $8.90 to $10 Linen Skirts at $3.90

The Wonderful Success of the Women's Lingerie Dress Sale

$18.50 All-over Embroidery Dresses Now $9.75

For Misses—The Prettiest Linen Dresses Reduced

Misses' Linen Suits Share the Same Fate

The Prettiest Linen Coats in Town for Women

The July Piano Clearance Sale

Is in Full Swing—Economy is the Keynote

Savings of $75 to $250

A First Payment of $10 or more

Payments arranged to suit customer

Monthly Payments of $5 or more

How would choice from this group suit?

Player Pianos

New Upright Pianos—Reduced

Used Piano-Players

Used Player-Pianos

Reduced Upright Pianos New and Used

Used Square Pianos

Floor Coverings Reduced

July Sale Carpets : Rugs Mattings : Linoleums

Axminster Rugs

Sanguszko Tapestry Brussels Carpets

70c Tapestry Brussels Carpets at 47½c

$1.15 Axminster Carpets at 75c

$14.50 for 12ft Seamless Axminster Rugs, 9x12 ft.

Laces : Very Unusual Bargains

Muslin Underwear—Odd Lots

A Few of the Pure Food Bargains in the July Sale of Groceries

Gimbel Brothers : Market : Chestnut : Eighth and Filbert

Umbrellas : Average Half Price—A Sale

Cotton Dress Goods at 15c—Value 25c

Men's Shirts, 65c for $1, $1.25 and $1.50 Kinds

Eagle Shirts
Manchester Shirts
Armor Shirts
Tuxedo Shirts
Handley Shirts
And Another Fine Make

Other Fine Bargains in This Vacation Sale

Men's Hosiery and Underwear—Bargains

Men's Underwear at 25c a garment, instead of 50c and 50c. Including unbleached cool undershirts and knee drawers. Samples and broken lines from all through our stock, and some "seconds."

Men's $1 Underwear at 50c a Garment

Some "firsts," many "seconds" — all good. Little thread shirts and drawers and open-mesh ventilating suits.

Men's 25c Half Hose at 15c

Marked "seconds," but we have you can scarcely find. Mercerized and lisle thread.

Men's Underwear at 50c a Garment

Some "firsts," many "seconds" — all good. Little thread shirts and drawers and open-mesh ventilating suits.

Men's 25c Half Hose at 15c

Marked "seconds," but we have you can scarcely find. Mercerized and lisle thread.

"Jumbles" of Delightful Summer Waists

The Cotton Waist "Jumble" Are "Making History!"

Summer Toilet Goods : A Sale

Women's Mohair Bathing Suits—Three Popular Styles at $2.50

Men's and Youths' $25 to $32.50 Suits at $10

Boys' Clothing Reduced : Save

Notion Sale : Save

Cost Rugs : Matting Remnants

Only a store with the prestige of Gimbel Brothers can "accommodate" the number of items enumerated in this single page without description or selling talk. This, however, does not reflect on the value of the advertisement.—Philadelphia Public Ledger.

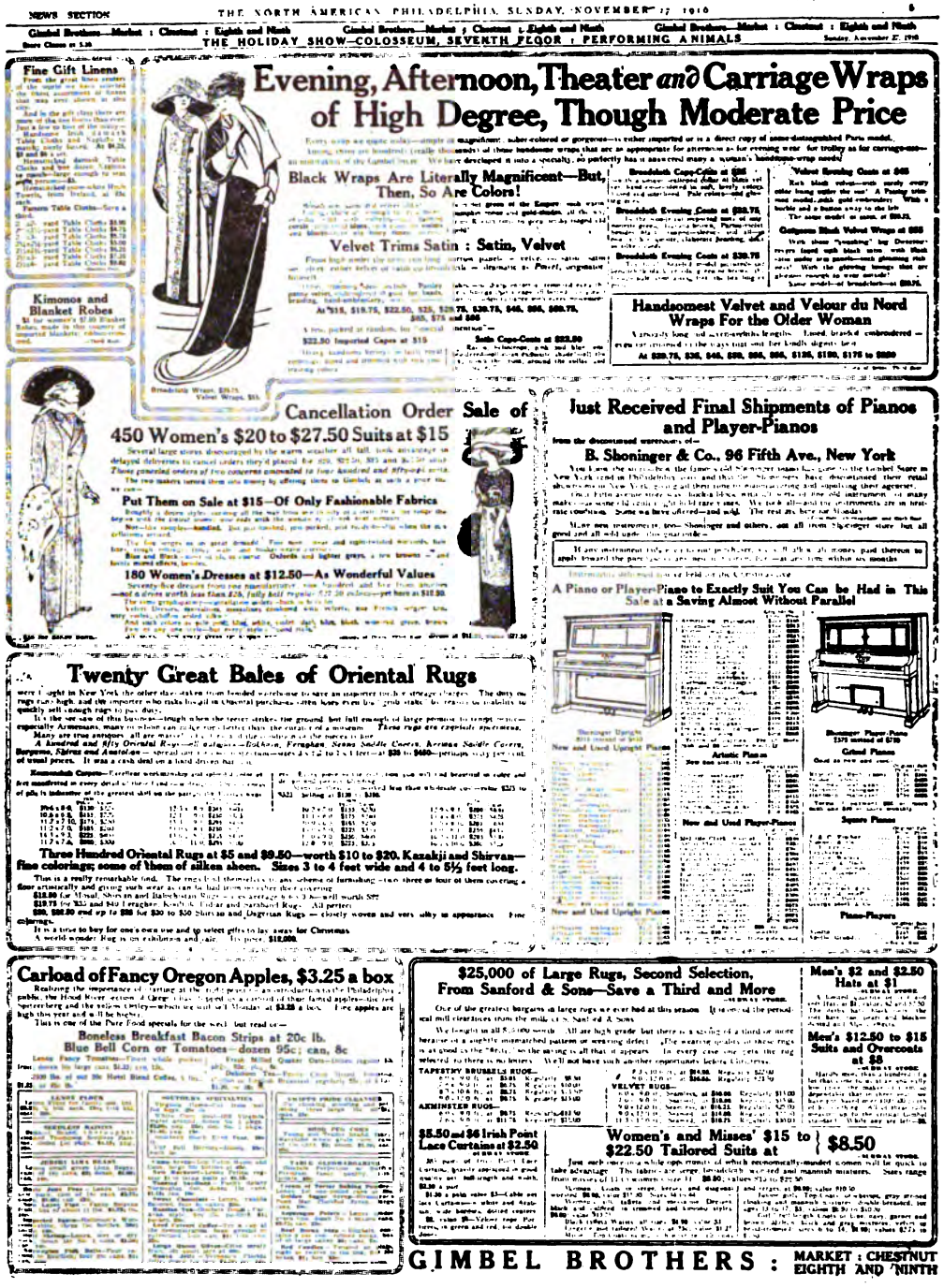
and while there are now many mammoth establishments which have been big from the beginning, these are but the further branchings-out of the merchants whose insatiable mercantile instinct has no limits—who expand beyond the possibilities of their original cities, and who find outlet for their energies, their earnings and their credit by operating "chains" of stores sometimes covering several metropolitan centers.

Again the corporate tendency of the age—the combining of great manufacturing and producing and transportation industries under a single management—trust building, in short, has spread to the retail or distributing field, and we find now combinations and consolidations of retail stores in dozens of cities, sometimes embracing scores of ostensibly separate, and sometimes ostensibly competing, stores, owned by a single corporation and directed in their general management by a single executive board.

Concentration of Authority and Economy of Operation

are the chief essentials to the successful operation of these big stores, and that is the basic idea of their foundation. At first this system of economy and concentration resulted in very gratifying profits and rapid growth in the wealth of their originators.

But, like every profitable pursuit, competition was quickly attracted. The flies swarmed about the molasses barrel, the competition became keener and keener, more and more expenses were added in the way of im-



The small name at the top suffices because the store has long been established. It is not safe for a new establishment to follow this, however.—Philadelphia North American.

MARSHALL FIELD & COMPANY

The superlative achievements of the world's foremost designers of apparel, fabrics and accessories, for women's fashionable attire, are revealed in our Formal Opening Displays. Under the inspiration of this notable occasion the designers have outdone their past efforts in giving exquisite expression to the utmost refinement, individuality and charm.



A "history-making" announcement where commercial enterprise avails itself of the richest treasures within its reach. This is one of the most costly single newspaper advertisements ever placed before the public. Does it pay? Any one who has stood at the corner of Washington and State Streets, Chicago, will say "It does."

provements in service, in creature comforts and luxuries for shoppers and customers, in attractions which in themselves were non-producing, in efforts to elevate the ethics of the business practice—all requiring heavy outlay and obliterating in many cases all the savings effected by concentration and ordinary economies.

In all the great cities where this keenness of competition has become a feature, profits no longer follow volume of business as a necessity, but they are garnered solely through the astuteness and shrewdness of the merchandising.

Merchandising

The merchandising in a department store takes account of everything being offered and being done by competitors —by competition in the same city and by similar stores in other cities. The merchandising aims to overcome the growing "expense of doing business" with a showing of increased profits at the inventory. The merchandising for the large establishments long since graduated from the old idea of "buying what the people want and selling it at a sufficient profit." Merchandising now begins with the raw material, or back of that to the plantations and mines from which the raw material is produced, and follows it down to the sale over the counter.

In the largest of the big stores—the really powerful and successful, the leaders, whose operations are imitated or copied or watched by a host of satellites, themselves ambitious and known as big stores—the merchandising is







A series of beautiful advertisements used by Marshall Field & Company for their Autumn Exposition 1910. Each advertisement is a work of art and calls especial attention to leading sections of the store.

as broad as the surface of the earth, requiring a knowledge and ability as wide and intense as that of any of the more spectacular captains of industry, who are more in the public eye because their operations are in public utilities instead of retail merchandise.

As their business has grown and expenses increased, diminishing profits on retail operations have been bolstered up by the acquirement or building of factories, by the acquirement or starting of farms and plantations, by the absorption of jobbing interests (or by jobbing interests), by going back further and further into the origin of the merchandise, eliminating originators' or middlemen's profits or by grasping these profits atoning for the diminution in those of the strictly retail operations.

The intensity of competition under this spur of growth and expansion has constantly become keener and keener. On the one hand, a certain grade of merchandisers push their profits by eliminating the producers' and middlemen's profits. But to meet this competition, other merchandisers, whose establishments cater more to the great masses of working people or people of limited means, whose demand is ever for a price bargain or a price cut, have fostered the production of merchandise of an inferior grade, which rivals the better in appearance, but which, costing less to produce, can be successfully offered in competition with the standard articles.

Merchandisers of this latter class, in their insistent demand for something at a lower price, with which they can successfully attack or defy competitors, are, in a measure,



OUR "STORE FOR MEN"

THE HIGHEST TYPES OF PRESENT DAY STYLES FOR MEN

Are Given a Notable Showing This Week in Our

Autumn Exposition of Men's Attire

MEN of gentle breeding now dominate styles as they did in olden days. But men of today demand clothes that are thoroughly masculine and at once possess the marks of refinement. The merchandise, the service and the convenience of our "Store for Men" all approach a point of perfection which men find ideal for swift selection and lasting satisfaction.

MARSHALL FIELD & COMPANY

FRENCH MILLINERY in recent types inviting admiration because of their true expression of artistic ideals adds distinction to our present displays in the French Salesroom.

Marshall Field & Company





Combining *chic* attractiveness with *moderate* pricing, is the function of our *Medium Priced Trimmed Millinery Salesroom* – Reasons for its success are evident in the attractive character of the styles for all occasions and in the wide varieties shown in the displays arranged for this

Exposition Week

MARSHALL FIELD & COMPANY

responsible for the widespread policy of "substitution," and for the existence of innumerable industries devoted entirely and solely to the production of merchandise which, costing less to produce, can be used to bolster up the widespread habit of advertising "98c, worth $1.50," which is the dominant note of the advertising of the "popular price" or the "cheap" among the big stores.

The widespread, almost inconceivably general, adulteration of foodstuffs and beverages, the faults in the chemical preservation of meat products, which finally brought about the enactment of what is known as "the Pure Food Law," has its counterpart, less reprehensible because not affecting the actual life and health of the people, in the production of every class of merchandise entering into general use. The opportunity to make and market such merchandise exists as never before in the world's history, through the practical annihilation of time and distance by the modern methods of communication and transportation, and is fostered by the keen competition of large interests, each of which is organized, as every business must be organized, to show a profit.

It is safe to say that the retail merchandiser is to blame for this condition only incidentally.

As a merchandiser he is as alive to the value of quality as he is to the selling power of a low price or a cut price.

Notwithstanding his shrewdness and experience, he is oftener the victim of inferior goods than a conniver at their production, but he is part of the system which is forever hammering away at every fountain of production

MARSHALL FIELD
& COMPANY'S
FALL and WINTER
selling seasons
formally open
with the
Autumn
Exposi-
tion of
new mer-
chandise
begin-
ning on
Monday,
October
the Third,
Nineteen
Ten.

In the
JUVENILE
MILLINERY
SALESROOM
for
EXPOSITION
WEEK

Our original modes in Misses and Girls' Hats show an instinctive appreciation of the styles best adapted to youthful faces.

MARSHALL FIELD
& COMPANY



NEW FASHIONS

Coming in Every Shipment of merchandise now being received for

The Autumn Exposition

Give promise of a greater interest than the public has ever manifested in this event

MARSHALL FIELD
& COMPANY

Our Entire Store
is Now in Thorough Readiness for
The Year's
Most Important Event

OUR *AUTUMN*
EXPOSITION
OF NEW
MERCHANDISE

Beginning this morning
and continuing throughout the week

WE invite all Chicago to view these beautiful displays on every floor and in all sections. This is an auspicious time both for those who intend selecting new styles and for the many who come here for first-hand knowledge of the accredited fashions. ¶ This store—always a delightful place to visit—should be seen by every one in Chicago this week.

MARSHALL FIELD
& COMPANY

SIEGEL COOPER & CO
The Big Store — Chicago's Economy Center

1 Siegel Stamp for Each 10c Spent

A Frank Statement of the Reasons Why We Cut Prices on Tailored Suits and Coats in Latest Models

The October Weather Has Been Delightful, but It Has Been Too Fine for Business, Resulting in a Heavy Overstock, Which Will Be Reduced by These Drastic Measures



Hundreds of Tailored Suits That We Formerly Sold at $20, $22.50 and $25 — High Class Models, Special, **15.75**

Suits of Fancy Tweeds — Suits of Shot-and-Blue Serge — Suits of Fine Worsteds — Suits of Fine Tweed Cheviots — Suits of Broadcloth — Suits of Plain Serge

Fancy Tailored Suits, also suits exquisitely braided and embroidered. The materials and styles are up-to-date. Every garment perfectly tailored and trimmed. The greatest opportunity offered in months. Special at **16.50**

Tailored Suits in Smartest Models Formerly Sold at $27.50, $30 and $35 — On Sale Monday at Only **22.75**

Suits of Finest French Serge — Suits of Rich Broadcloth — Suits of Fancy Tweeds — Suits of Handsome Worsteds — Suits of Fine Tweed Cheviots — Suits of Popular Suitings

The very latest full and voluminous effects. The materials are all wool, and are finished, some with velvet collars, others with self collars. Special at **9.75**



We Illustrate Two Extraordinary Bargains in Plush and Caracul Coats

24.75 for 30.00 Caracul Coats, Good Value **24.75** — 16.75 for 22.75 Plush Coats, Monday Only **16.75**

Full Length Coat of Black Imported Caracul Cloth, Lined Throughout with Fancy Satin, Deep Storm Collar, Cuffs and Pockets Trimmed with Fancy Braid and Buttons. Special at **24.75**

Full Length Coat of Black Broadcloth, Lined Throughout with Fancy Satin, Deep Storm Collar, Cuffs and Pockets Trimmed with Fancy Braid and Buttons. Special at **16.75**

Artists' Materials

Trimmings and All Over Laces Below Half Price

Furs! A Full Length Russian Pony or Near-seal Coat for 39.75! Think of it!



39.75 for Russian Pony Coats, Full 52 Inches Long **59.75**

$15 French Lynx Set (Like Cut), **10.95**

800 Best Silk Napped Beaver Hats Go on Sale Monday at 3.48, 4.50 & 5.00



Every Hat Is Worth Double

The Newest and Best Shapes

Investigate what values are sold, and you'll wonder how it is possible that we can name such low prices for hats that are the

Highest in Popular Favor
Absolute Leaders of Style

There is no other apparent reason for the unusual interest for this season's sales. And those who have qualities and styles to know that we are the leaders in the millinery trade for years and years, have therefore every confidence that the unusual prices will be responded to in the extreme large demand. The quality will give satisfaction, and the low prices bring full and well-merited appreciation.

In Black & Colors, 3.48, 4.50, 5.00 or in Plain White at 6.50

It's your hats here!

Wash Goods Sale

Reyam Costume Fabric, Yard 19c

Reyam, a mercerized wool suiting for suits, costumes and skirts, in plain colors and fancy mixtures, 36 inches wide, 19c yard.

Fancy Suiting, 19c

Fancy Suiting, 9c

Fancy Flannel, Yard, 6½c

Flannel and Cotton Blend, 6½c

Shepherd Check Suiting, 10c

Fancy Suiting, 39c

Fancy Suiting, 6½c

Fancy Suiting, 3½c

Winter Underwear! Tremendous Lots Go on Sale Monday at Phenomenal Savings

Women's Winter Suits at 98c, formerly 1.39 and 1.49 Qualities — **98c**

Children's Union Suits of All Wool, 1.00 and 1.25 Kinds — **69c**

Men's 50c Flannel Suits and Drawers at 39c — **59c**

Women's Fleece Lined Vests, 35c — 59c

Men's Heavy Ribbed Shirts and Drawers, 35c — 69c

Men's Natural Wool Shirts and Drawers, 50c — 89c

Women's Wool Vests, 19c — 33c

Men's Heavy Ribbed Shirts and Drawers, 35c — 59c

Men's Natural Wool Shirts and Drawers, 50c — 89c

Gloves! The Au Bon Marche Sale! Our Annual Sale with Prices Lower Than in Paris

Women's Imported Kid Gloves, Lined or Unlined, in Tan, Gray, Black and White, Regular 1.00 Qualities — **69c**

Women's French Kid Gloves, Regular 1.49 Values, at 1.19 — **1.15**

Women's Kid Gloves, 12 and 16 Button Styles, at the Pair, 1.85 — **1.85**

Women's Fine Dress Gloves, Lined or Unlined, Regular 1.25 Values, at — **89c**

Women's Kid Gloves, Lined or Unlined, Regular 1.49 Values, at — **89c**

Women's Fine Quality Walking Gloves, Every Desirable Shade, at — **89c**

98c Yard for Marquisette Silks! The New Double Width!

These Are Stylish, Desirable Silks That Sell the Land Over at 1.50 and 1.75

50c — **98c** — **98c** — 79c

Flower Drop Velvets — Stylish Corduroy Velvets

Elegant Drop Velvets, new 27 inch Bayreuth, Lyons and Velvet Finish, in all the new shades, 2.00 — **1.75**

Stylish Corduroy Velvets, in all the new shades, 1.00 and 1.25 — **75c**

Pure Silk Gloria, 27 inches wide, in all the new shades, for waists, linings, etc., 1.00 — **85c**

$1 for 2.00 and 2.50 Broadcloths: a Big Sensation!

Never Before Have We Offered Such a Broadcloth Bargain!

$1 — **$1**

An assortment of Fancy Broadcloths, comprising the handsomest of all the season's weaves, including Cheviots, Diagonals, Zibelines, Basket Cloths, Fancy Mixtures, Plain Broadcloths, Silk and Wool Broadcloths, Silk Stripe Broadcloths, Silk Figured Broadcloths, Silk Mixed Broadcloths, Silk Dotted Broadcloths, Silk Plaid Broadcloths, Silk Novelty Broadcloths, Silk Velvet Broadcloths, Silk Velour Broadcloths, Silk Velvet Stripe Broadcloths, Silk Velvet Figured Broadcloths, Silk Velvet Dotted Broadcloths, Silk Velvet Plaid Broadcloths, Silk Velvet Mixed Broadcloths, Silk Velvet Novelty Broadcloths, Silk Velvet Velour Broadcloths, Silk Velvet Velvet Broadcloths, Silk Velvet Velvet Stripe Broadcloths, Silk Velvet Velvet Figured Broadcloths, Silk Velvet Velvet Dotted Broadcloths, Silk Velvet Velvet Plaid Broadcloths, Silk Velvet Velvet Mixed Broadcloths, Silk Velvet Velvet Novelty Broadcloths, Silk Velvet Velvet Velour Broadcloths, Silk Velvet Velvet Velvet Broadcloths, Silk Velvet Velvet 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Science, merchandising and advertising skill, a thorough knowledge of type arrangement and its effects, argument, bargains and selling talk are a few of the studied points in this advertisement. It can justly be called a "bargain hunter's paradise," but few of the uninformed know of the intricate detail, thought and knowledge of human nature necessary to the one advertising man upon whom rests the responsibility of its proper execution.—From Chicago Tribune Proof.

for an advantage in price or quality or appearance which will give him an advantage over or place him on equal footing with competition.

We have now shown the foundation on which the department store of the present time is building business. We cannot advert to the advertising of these stores without taking these fundamentals into consideration. While all that has been said is very general, and no attempt has been made to go into the details of any of the points made, the imagination of the reader must take him into these ramifications and apply them when he comes to study or consider the advertising which is done because of these conditions.

* * *

Classifications of Population Susceptible to the Influence of Advertising

In a former treatise ("The Responsive Chord in Advertising") the writer, dealing with sub-divisions of the population which the national advertiser must consider, made use of the following declarations, which may well be quoted:

> We have in this country, in round numbers, a total population of ninety millions:
>
> Divided *about* equally between males and females.
>
> Divided *about* equally again, between adults and minors.
>
> Census figures give *about* 10 per cent of all adults as illiterate, as unable to read or write at all (this percentage differing in various states and communities).



The claim of 25 to 33 1/3% better value than any other store is hardly in keeping with the "tone" of the rest of the ad. Illustration and arrangement are attractive.—Philadelphia Times.

Observation would lead me, not theoretically, but positively, to add to this, as practically illiterate, with only rudimentary knowledge of English reading and writing, *another 25 per cent* (varying in different states and communities).

Observation of and contact with many classes of the community would lead me to estimate for really practical purposes in preparing advertising, *another 50 per cent* of the population as inattentive and indifferent to intellectual matters, to culture and refinement—as unable rightly to appreciate or be moved by those springs of action which influence people of acute refinement, accustomed to polite social and intellectual intercourse.

This leaves us *15 per cent* (in my judgment, as practically applied, a very liberal allowance) of refined and cultured in a critical sense—able really to appreciate literary or artistic effort at its best valuation.

This subdividing is in the rough, for purposes of illustration only. But every advertiser owes it to his business sense, in spending his appropriation, to reckon with the probability that his aim at any one of these classes shall be correctly sighted.

He must go deeper than this rough estimate, too, into the many further subdivisions, such as native born, foreign born, of poor, of laboring class, mechanic and clerk class, salaried class, easy-circumstance class, affluent class, rich class; of sporting class, religious class, and innumerable other subgroups—in order to clarify his perception of the likelihood that he is striking the *responsive, money-loosening chord,* whether with his "ads," the publications or other agencies used, or any and all methods involved in his efforts to "get the money."

These different human groups live in various mental attitudes toward the spending of money—yet, all *must spend* more or less; and the advertiser can strike the "Responsive Chord" in all of them. These mental attitudes must be the subject of interested study to the advertiser. What will get the money from one group will fail utterly with another group. What is a necessity to one group is foolishness to another. What one group needs intimately and daily, another con-



A sharp, decisive declaration is better than "you should see the goods to appreciate the prices." Tell the facts in the ad. Typographically this advertisement is well balanced.—Minneapolis Journal.

siders as a luxury for very infrequent indulgence. One group will cheerfully spend many more times than another for the satisfying of similar needs. No one medium, no one line of talk, will reach all of these classes, but you've got to know pretty accurately what medium and what line of talk will reach the spot in the class whose money you are after.

* * *

While some communities differ from others in their general social atmosphere, large cities are usually large because they are centers of manufacturing, distribution and transportation. Hence there is necessarily a large proportion of "industrial population"—laboring, working and moderate salaried people—and the general average of intelligence and of money-spending capacity is much the same, though in some the feature of native or foreign born requires more study than in others.

As a general proposition it is fair to assume that the merchant's business is to take advantage of conditions *as they are*, and that he considers it no part of his business to educate his customers or to change conditions.

The merchant who caters to the working classes does not care to load up with sealskin coats or opera cloaks for his women customers, nor with silk hats or silk socks for the men. Neither does he feel that it is incumbent upon him to educate the working classes to wear such apparel.

He is, however, entirely within the limits of good business policy and of commercial self-interest if he *does* instruct his sales force to encourage all customers to buy the best grades in the lines of merchandise for which they spend their money—that it is better economy to buy 25-



L.S.Donaldson Company

Saturday is Children's Day at Donaldson's

The Day on Which We Specialize All Lines of Goods for Boys and Girls

Have You Seen Our Millinery for Misses and Children?

Everything Obtainable Of Incomparable Values At Minimum Prices

Good Wearable Hats 25c to $1.00
Better Trimmed Hats from $2.00 up.
Best quality and styles from $3.00 up.

Anyone in need of Youthful Headwear cannot afford to miss this special exhibit.

Men's Shirt and Underwear Offers

$1.00 Shirts at 95c.—These shirts are an assortment of several broken lines taken from regular selling stocks. They are all neat, desirable patterns, light and dark effects, plain and plaited bosoms, chiefly coat styles, most with cuffs attached, (some with cuffs separate); every one good value at regular price; sizes 14 to 18 neck, special at 95c

Men's $1.50 Night Shirts, 75c—The quality of muslin or cambric in these garments, the way they are trimmed and finished, being cut full size, etc., places them in the dollar class, but our price Saturday is 75c

Men's Underwear Special One-Day Sale Saturday

Men's regular 25c basket weave fine Island Cotton Undershirts or Drawers, long or short sleeve, ankle or knee length drawer, Saturday only 39c

Men's Extra fine $1.00 quality Egyptian Cotton Union Suits in white, flesh and ecru, long or short sleeve; our low price Saturday 89c

Men's extra fine $1.50 grade combed Egyptian Cotton Union Suits, reduced for Saturday to $1.35

Men's regular $2.50 quality of mercerized Union Suits, excellent garments for fit and wear, long or short sleeve; this sale $2.00

Men's Wear Dept., just inside 8th St. door.

Women's Knit Summer Underwear

Excellent Values in Light Weight Union Suits and Vests

Women's Low Neck Sleeveless Union Suits, lace trimmed with umbrella lace; regular 50c value, on sale Saturday at 29c

Women's Union Suits in low neck, sleeveless style, lace trimmed and umbrella lace; excellent value at special price 44c

Women's Lace Trimmed Lisle Union Suits, low neck, sleeveless, umbrella lace; worth much more than 59c

Women's Vests, crochet and lace trimmed, low neck, sleeveless style, new patterns and splendid values ..... Saturday sale price 19c

Boys' Cotton Union Suits, broken lines embracing nearly all sizes, in ecru colors, very special at 24c

Broken lines of Boys' and Girls' White Cotton Vests, either long or short sleeves on sale Saturday; (but they'll go fast) at just 19c

Vacation Shoes

Plan to Attend Our Saturday Clearance Sale of Boys', Girls and Children's Low-cut Summer Footwear

Prices Lowered to Save Hall

Children's and Misses' Elkskin Play Shoes, either high or low cut, easy fitting and very comfortable; sizes up to 11, $1.39; sizes 11½ to 2 $1.69.

Children's and Misses' Arabic Strap Slippers and Oxfords in patent colt, vici kid, gunmetal, tan Russia calf and chocolate color vici kid, as these lines are somewhat broken, we have placed them on sale at prices ridiculously low for quick selling; former prices were $1.50 to $2.50, all styles and sizes included. Sale prices are—

Sizes up to 11 Saturday at 75c

Sizes 11½ to 2 Saturday at $1

Children's and Misses' Barefoot Sandals, fine for warm days; sizes 4 to 8, 69c; 8 to 11, 89c; 12 to 2, 98c.

FOUR SPECIALS IN BATHING SANDALS

White Linen with rubber sole, sizes 2 to 7, special Saturday 29c
White or black linen, lace style, cork sole, special Saturday 50c
White and black linen, with ribbon ties, cork sole 75c
Green, blue or red satin, ribbon ties, cork sole $1.50
Boys' Oxfords in tan and black, broken lines including values up to $3.00, your choice Saturday $1
Boys' Tennis Oxfords in sizes to 5½, regular 75c quality, 50c
Boys' Green Elkskin Outing Shoes with elk soles, cool, comfortable and will outwear almost anything else made, special at $1.75

AT THE FINDINGS COUNTER—(Main Floor.)

10c box of Shoe Paste 3c
Liquid Dressing, 10c bottle, 5c
44-60-inch and 6-4 Tubular Laces, regular 3c quality, 6 for 12c
Children's Sections, Lower Floor, Needles at Seventh.

Outfits for the Little Folks

See the Hats for little tots that we sell in the department Saturday very fine Malen brand with good grade of ribbon trimming, our regular $3.75 hat, Saturday only $2.95

Our regular $2.50 hat, one day only $1.95

Children's Imported Short Socks—We are showing the most beautiful and exclusive line in the dainty light shades and the darker colorings as well as all white; sizes to fit the child of 1 to 9 years; our full line of 35c lines, Saturday pair 25c

Girls' Rompers, the full skirted kind for little girls of 2 to 6 years; our assortment is the largest in the Twin Cities and our styles the smartest made. They are fashioned with deep vest to avoid gaping which they do when buttoned straight down the shirt. Materials are fine imported Ginghams and Chambrays, values $1.50 and $1.65; our price for Saturday for these garments $1.25

Children's Muslin Undergarments in a very large assortment at prices to meet all requirements.

Our Half Price Table will contain Saturday many exceptionally good things, some of our best models, slightly mussed

INFANTS' DEPT. Second Floor.

Stylish New Suits in Summer Weights for Boys

Boys' Reefer Coats—Rich, tasty blue serge, black and white plaids and fancy mixtures in sizes 2½ to 8 years; values up to $6.50; Saturday special $5

Another special line of Boys' Reefers in cheviots and fancy mixed goods, sizes 3 to 9 years; Saturday $3.50

Extra Special — Boys' Knickerbocker Suits, ages 8 to 17 years, in all wool cheviots, exceptionally well lined and tailored, strongly taped seams throughout, some with two pairs knickers, regular values up to $6.50, your choice Saturday $4.90

Boys' Bathing Suits—Two-piece or combination style; sizes to fit 3 to 16 years. Prices—50c, 75c, $1.00 to $2.50.

Boys' Rompers, 2 to 6 years 39c
Boys' Khaki Trousers, 6 to 12 years, for 69c
Boys' Khaki and Crash Trousers, 4 to 17, $1

Women's Silk Dresses, $13.75

Ground Floor.

Special Purchase of Women's and Misses' Pongee Dresses, in three different models, as illustrated, to be sold Saturday at $13.75. They are not the ordinary kind that are made up for sale purposes, but were the small lengths of materials left from a dress-making shop, which we turned into dresses, and we find that we can give the women of Minneapolis an extraordinarily good bargain at $13.75. Colors are navy, black, Copenhagen, myrtle and rose; assortment of sizes complete.

In the Same Purchase were included about a hundred and ten very fine Silk, Rajah, Foulard, Chollie and Taffeta Silk Dresses, which will be offered on Saturday at $16.75. An assortment of the highest class dresses made, materials are of the best quality, styles are a reproduction of the newest foreign models, and the best of it is that there is a complete assortment of sizes. We are able to suit everyone, and we dare say, in a great many instances, without alterations $16.75

Pongee Coats at $13.75.—Special assortment of Women's and Misses' Pongee Coats in a variety of models, all sizes, reduced to $13.75

Washable Ginghams and Percale Dresses for women and misses in a big variety of styles, made with tunic effect, etc., special $4.50

Misses' Cloth Coats, $12.50.—Exceedingly popular new garments. Just received 65 Misses' brand new coats in navy and mustard color, sizes 14 to 16. Pongee trimmed collar, material all wool serge special $12.50

Pure Linen Suits, $5.00.—Pure Linen Suits for small women and misses at $5.00. An assortment of 75 pretty suits of Ramie and material linen, sizes 14 to 18. Pretty made garments that could sell for nearly double our price $5.00

Entire Suit Stock of Women's and Misses' Cloth Garments. Unrestricted choice of about 150 suits. Garments that are a great many instances sold for double the price. These garments have been marked down for a final clean-up sale at $16.75

This is one of the $13.75 Silk Dresses.

Our Own Motor Boat Delivers Packages Daily to All Points on Lake Minnetonka. (No Sunday Deliveries)

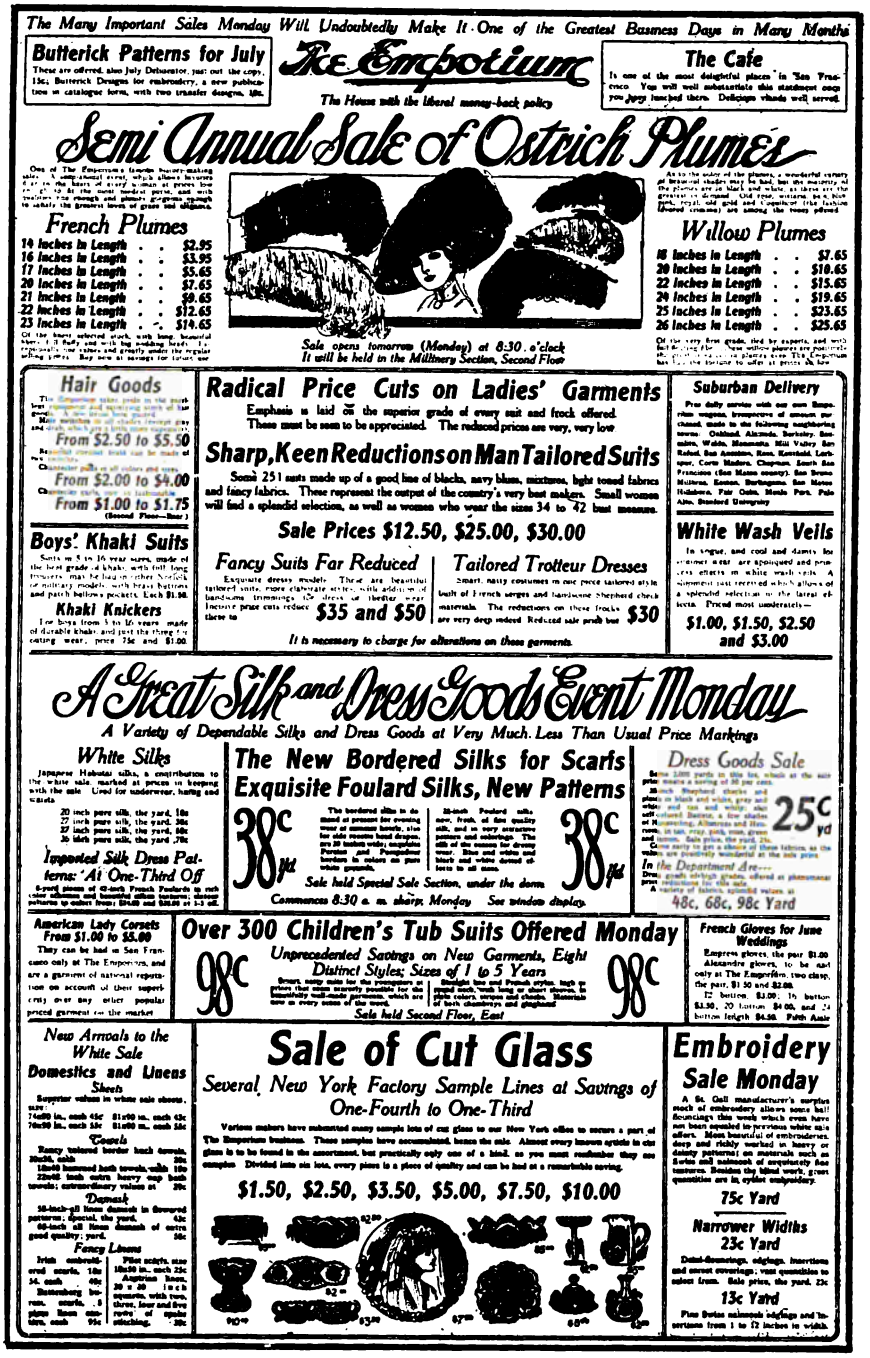
While this is not one of the best of Donaldson's advertisements it denotes the high standard at the store by its careful arrangement and studied use of space.—Minneapolis Tribune.

cent socks than 10-cent socks; that it is better economy to buy a $15 suit than a $10 suit; that it saves money in the long run to buy dollar shirts instead of 55-cent shirts, or $3 shoes instead of dollar shoes.

Similarly the merchant whose appeal is made to what is commonly called the "middle class," does not consider himself an educator, but his study is to provide for that middle class what his experience and observation have proven to him is their line of least resistance. Yet he is entirely within the lines of good policy if his organization is instructed incidentally to make plain to customers that a little better quality, at a little higher price, will more than compensate for the extra outlay in additional length of actual service, to say nothing of the greater satisfaction for which they are unable to afford extra money.

These illustrations are merely preliminary to and explanatory of the broad general fact that in all large cities capable of supporting department stores, there are at least four general subdivisions and classes of people to meet whose merchandise needs there are four different classes of general stores, and that these four classes of general stores bring themselves into public notice by four very distinct general classes of advertising, and that each of these classes of advertising is as legitimate as the others, provided it is based on an intelligent conception of the reasons for its being what it is.

What few financial failures there are among depart-



The Many Important Sales Monday Will Undoubtedly Make It One of the Greatest Business Days in Many Months

Butterick Patterns for July

These are offered, also July Delineator, just out the copy, 15c; Butterick Designs for embroidery, a new publication in catalogue form, with two transfer designs, 10c.

The Emporium

The House with the liberal money-back policy

The Cafe

Is one of the most delightful places in San Francisco. You will well substantiate this statement once you have lunched there. Delicious viands well served.

Semi Annual Sale of Ostrich Plumes

One of The Emporium's known business-making sales—unsurpassed in style, which always interests all in the future of every woman at prices low enough to fit the most modest purse, and with qualities high enough and plumes gorgeous enough to satisfy the greatest lover of grace and elegance.

French Plumes

14 inches in Length	$2.95
16 inches in Length	$3.95
17 inches in Length	$5.65
20 inches in Length	$7.65
21 inches in Length	$9.65
22 inches in Length	$12.65
25 inches in Length	$14.65

Of the finest selected stock, with long, beautiful fiber, 3 ply, and with big, rushing head. In exceptionally fine value and greatly under the regular selling prices. Buy now at savings for future use.

Sale opens tomorrow (Monday) at 8:30 o'clock
It will be held in the Millinery Section, Second Floor

As to the color of the plumes, a wonderful variety of beautiful shades may be had, but the majority of the plumes are in black and white, as these are the greatest in demand. Odd ends, consisting of a few pieces, regular stock and Convention trade feather trimmed creations are among the items offered.

Willow Plumes

18 inches in Length	$7.65
20 inches in Length	$10.65
22 inches in Length	$15.65
24 inches in Length	$19.65
25 inches in Length	$23.65
26 inches in Length	$25.65

Of the very fine grade, tied by experts, and with full flowing fiber. These willow plumes are positively the equal of any ostrich plumes ever The Emporium has offered for sale at prices so low.

Hair Goods

The Emporium takes pride in the most beautiful, completely and tastefully stocked hair goods section in all staples, fancies and novelties.

From $2.50 to $5.50

Beautiful curled braid can be made at no extra charge.

Chatelaine puffs in all colors and sizes,

From $2.00 to $4.00

Chatelaine curls, hair in fashionable

From $1.00 to $1.75

(Second Floor—Rear.)

Boys' Khaki Suits

Suits in 8 to 16 year sizes, made of the best grade of khaki, with full long trousers, may be had in either Norfolk or military models, with brass buttons and patch bottom pockets. Each $1.98.

Khaki Knickers

For boys from 3 to 15 years, made of durable khaki and just the thing for outing wear; price 75c and $1.00.

Radical Price Cuts on Ladies' Garments

Emphasis is laid on the superior grade of every suit and frock offered. These must be seen to be appreciated. The reduced prices are very, very low.

Sharp, Keen Reductions on Man Tailored Suits

Some 251 suits made up of a good line of blacks, navy blues, mixtures, light toned fabrics and fancy fabrics. These represent the output of the country's very best makers. Small women will find a splendid selection, as well as women who wear the sizes 34 to 42 bust measure.

Sale Prices $12.50, $25.00, $30.00

Fancy Suits For Reduced

Exquisite dresses models. These are beautiful tailored suits, more elaborate styles, with addition of handsome trimmings. 150 dress of shelter coats. Inclusive price cuts reduce these to

$35 and $50

Tailored Trotteur Dresses

Smart, navy costumes in one piece tailored style built of French serges and handsome shepherd check materials. The reductions on these frocks are very deep indeed. Reduced sale prices but

$30

It is necessary to charge for alterations on these garments.

Suburban Delivery

Free daily service with our own Emporium wagons, transporters of concern purchased, made to the following neighboring towns: Oakland, Alameda, Berkeley, Encinal, Wilde, Monument, Mill Valley, San Rafael, San Anselmo, Ross, Kentfield, Larkspur, Corte Madera, Chapman, South San Francisco (San Mateo county), San Bruno, Millbrae, Easton, Burlingame, San Mateo, Hillsboro, Fair Oaks, Menlo Park, Palo Alto, Stanford University.

White Wash Veils

In sequin, and cool and dainty for summer wear are sequinned and presents effects in white wash veils. A convenient just received which allows of a splendid selection in the latest effects. Priced most moderately—

$1.00, $1.50, $2.50 and $3.00

A Great Silk and Dress Goods Event Monday

A Variety of Dependable Silks and Dress Goods at Very Much Less Than Usual Price Markings

White Silks

Japanese Habutai silks, a consignment to the white sale, marked at prices in keeping with the sale. Used for underwear, lining and waists.

20 inch pure silk, the yard, 18c
27 inch pure silk, the yard, 30c
27 inch pure silk, the yard, 48c
36 inch pure silk, the yard, 78c

Imported Silk Dress Patterns: At One-Third Off

6-yard pieces of 42-inch French Foulards in such color combinations and floral and conventional patterns as select from; $14.00 and $18.00 at 1/3 off.

The New Bordered Silks for Scarfs Exquisite Foulard Silks, New Patterns

38c yd

The bordered silks in de mand at present for evening wear at summer hotels, also for sale seasons head dresses, are 20 inches wide; magnificent Persian and Pompadour borders in colors on pure white grounds.

38c yd

36-inch Foulard silks, new, fresh, of fine quality silk, and in very attractive patterns and colorings. The silk of the season for dressy wear. Blue and white and black and white dotted effects in all sizes.

Sale held Special Sale Section, under the dome.

Commences 8:30 a. m. sharp, Monday. See window display.

Dress Goods Sale

Some 1,000 yards in this lot, which at the sale price means a saving of 50 per cent.

36-inch Shepherd checks and plaids in black and white, navy and white, brown and tan and white, also self-colored Basket, a few shades of Broadcloths, Alabenes and Henriettas, in tan, gray, navy, green, brown and garnet. Sale price, the yard, 25c.

Come early to get a choice of these fabrics, as the values are positively at less than wholesale prices.

25c yd

In the Department Are—

Dress goods remnant grades, offered at phenomenal reductions for this sale.

A variety of fabrics, splendid values at

48c, 68c, 98c Yard

American Lady Corsets From $1.00 to $5.00

They can be had in San Francisco only at The Emporium, and are a garment of national reputation on account of their superiority over any other popular priced garment on the market.

Over 300 Children's Tub Suits Offered Monday

98c

Unprecedented Savings on New Garments, Eight Distinct Styles; Sizes of 1 to 5 Years

Smart, natty suits for the youngsters at prices that seem scarcely possible for such dependably well-made garments, which are now in every sense of the word.

Sturdy ties and French styles, built of good stock, with long or short sleeves, in plain colors, stripes and checks. Materials of both chambrays and gingham.

98c

Sale held Second Floor, East

French Gloves for June Weddings

Empress gloves, the pair $1.00.
Alexandre gloves, to be had only at The Emporium, two clasp, the pair, $1.50 and $2.00.
12 button, $3.00; 16 button, $3.50; 20 button, $4.00, and 24 button length $4.50. Paris Amie.

New Arrivals to the White Sale

Domestics and Linens

Sheets

Superior values in white sale sheets, size:

7/4x90 in., each 45c 81x90 in., each 43c
70x90 in., each 58c 81x90 in., each 58c

Towels

Fancy colored border bath towels, 20x40, each 20c

18x40 hemmed bath towels, each 15c

22x40 bath extra heavy cup bath towels; extraordinary values at 29c

Damask

58-inch all linen damask in flowered patterns; special, the yard, 42c

60-inch all linen damask of extra good quality; yard, 58c

Fancy Linens

Irish embroidered scarfs, 18c, 54-inch cloths, 69c

Battenberg bureau scarfs, 15c

Plain scotch, size 18x50 in., each 25c

Angerina linen, 20 x 20 inch squares, with two, three, four and five rows of open stitching, 29c

Sale of Cut Glass

Several New York Factory Sample Lines at Savings of One-Fourth to One-Third

Various makers have submitted many sample lots of cut glass to our New York office to secure a part of The Emporium business. These samples have accumulated because the sale. Almost every known article in cut glass is to be found in the assortment, but practically only one of a kind, as you must understand they are samples. Divided into six lots, every piece is a piece of quality and can be had at a remarkable saving.

$1.50, $2.50, $3.50, $5.00, $7.50, $10.00

Embroidery Sale Monday

A St. Gall manufacturer's surplus stock of embroidery allows some half dozenings this week which even have not been equaled by previous white sale offers. Most beautiful of embroideries, deep and richly worked in heavy or dainty patterns; on materials such as Swiss and nainsook of exquisitely fine textures. Besides the latest work, great quantities are in eyelet embroidery.

75c Yard

Narrower Widths 25c Yard

Dainty dimensions, edgings, insertions and corset coverings; vast quantities to select from. Sale price, the yard, 25c.

15c Yard

Fine Swiss nainsook edgings and insertions from 1 to 12 inches in width.

Keenly attractive to a large majority of the population. Shows good knowledge of how to influence quick action.—San Francisco Call.

ment stores (and they are of extremely rare occurrence) will usually be found to be due to one of two causes: either downright dishonesty of merchandising or failure to fit their advertising to their merchandise or the constituency their merchandise attracts.

The rarity of financial disasters among large department stores is the best evidence that few mistakes of the kind mentioned above are made, with sufficient impulse to bring on failure.

* * *

The Four Classes of People, of Stores, and of Advertising

In every large center of population there are four general classes to be considered, aside from dozens of other more detailed subdivisions. There is (1) the "foreign element"; the people of foreign birth and recent emigration, together with their first generation of offspring to a certain extent still adhering to foreign traditions and customs.

This "foreign element" is usually to a certain extent segregated, living in a sort of community by itself, in which community many of the characteristics of their foreign lands are apparent. This "foreign element" is distinctly clannish, keeps measurably to itself, has its own social centers, and patronizes its local merchants to a great extent.

Where this class is sufficient to warrant it, we see large localized department stores doing millions of

H. LIEBES & Co.

FURS-CLOAKS-SUITS

167-177 Post Street. Liebes Building

OUR SEMI-ANNUAL



CLEARANCE SALE

Continues All This Week

No Goods Reserved—All on Sale. No Old Goods.

EVERY

Coat, Suit, Costume, Dress, Skirt, Waist, Jacket, Underskirt and Silk Slip--Women's and Misses' Sizes

Children's Wash Dresses at $1.00 and $1.25—original price double.
Children's White Dresses at $3.75 and $5.00—original price double.
Children's Tailored Suits at $9.75 and $15.00—original price double.
Children's Coats at $3.75 and $5.00—original price double.
Misses' Wash Dresses at $1.50, $2.50 and $3.75—original price double.
Misses' and Junior Tailored Suits, $9.75 and $15.00—original price double.
Misses' and Women's Tailored Linen Suits, $10 and $15—original price double.
Misses' Silk and Cloth Dresses, $9.75—original price up to $25.00.
Women's and Misses' Wash Dresses, $5.00 and $7.50—original price double.
Women's and Misses' Silk and Wool Dresses, $15 and $20—original price double.
Women's Tailored Suits, $17.50 and $20.00—original price double.

We call your special attention to our complete assortments of children's and misses' garments. All on sale at ½ price or less. Extra saleswomen of experience to serve you.
No goods sent on approval or exchanged during this sale.

If you could not be waited upon Monday or Tuesday, try to-day.
Lots of good bargains left.

Nobody could miss it. For a house having a reputation for veracity, this ad should be a wonderful producer.—San Francisco Examiner.

dollars of business annually, catering successfully to the wants of the people whom its management have come, by actual contact and daily intercourse as well as by similar nativity, to understand.

(2) Then there is the "industrial class," representing in most of the larger cities almost or quite 75 per cent of the entire population. In this class is included a large proportion of the "foreign element," as laborers and mechanics. Besides these are the great body of working men and women; from the day laborer and scrubwoman, the store clerks and saleswomen, the office clerks and typists, the bookkeepers and stenographers, the railroad and transportation workers, the postoffice help, police and firemen, the skilled mechanics, foremen, superintendents, and the hundreds of collateral lines and groups with individual incomes ranging from a dollar and a half a day to two hundred dollars a month, their families and dependents often in some capacity swelling the family income or lessening the liability of the head of the house.

This group divides toward the top with the third group and there is no distinct line of cleavage between it and the third class, which may be called the "middle class."

The second class forms the great body of the people in all large cities. It opens an endless source of interesting study as an advertising proposition, changing more frequently than the other classes under the stimulus of changing conditions locally or generally, and

Hennessy Sale of Undermuslins



The Event for Which Hundreds of Women Wait Commences Wednesday Morning. Your Waiting Will Be Amply Repaid for the Values Are Such That Make Each Succeeding Sale Greater Than the Last

And now here are thousands of dainty, serviceable garments in a sale that will make Hennessy's the talked-of store for a long time to come. In choosing your summer's supply from this great gathering of muslin underwear remember

Every Garment Is Made Under the Most Sanitary Conditions
Every Garment Is Made by the Most Skilled Union Labor
Every Garment Is Made Under the Supervision of the American Consumers' League
Every Garment Cut Generously Full and Extra Well Made

The materials are the finest of nainsook, cambric and muslins, trimmed with laces, embroideries, medallions, tucks, hemstitching, ruffles, beadings.

All Purchases Charged Today Will Be Placed on July Accounts

Extra Special Corset Covers

Exactly you would have to pay 50c for them. Only in front of store while they last

29c

Corset Covers, Worth to $1, Sale Price 69c

Trimmed in various pretty ways; some with lace, insertion and applique, others with embroidered insertion and edged with dainty laces.

Gowns, Special Lot, Sale Price Only $1.29

If placed in regular stock, many of them would be marked at least $2; high and low neck, long and short sleeves; embroidery, lace and ribbon trimmings.

Extra Special These Skirts

You will be delighted with the quality of the materials as well as the very close prices we have made upon these. Exquisite and other dainty styles, in front of store while they last

95c

An unusually fine assortment. The corset covers are trimmed with laces and medallions, others and ribbon beading; skirts have deep embroidery flounces, with clusters of tucks and three to four rows of lace insertion; drawers finished with three rows lace insertion and tucks, combinations have embroidered medallions and laces, while the three-piece suits (corset cover, drawers and skirt) are very handsomely trimmed with dainty laces and beadings. Sale price $1.60.

Corset Covers Skirts, Gowns Drawers Three-Piece Garments Combinations

$1.60



At $2.00

Corset Covers Gowns, Skirts Drawers and Combinations

The quality of the materials is exceptionally good; trimmings are lace, embroidery, medallions, beadings and tucks, in various and charming styles; a splendid lot. Sale price $2.

At $1.60 and Up to $2.80 Chemises

These are made of fine nainsook, cambric and muslins, some of batiste, handsomely trimmed with torchon and Val laces, fine embroideries and ruffles, nevertheless and clusters of tucks.



Corset Covers Chemises Skirts Drawers and Combinations

$1.20

The corset covers are trimmed with wide lace and embroidery; the chemises with torchon laces, are ribbon slots and beading; skirts are fine muslin, with deep embroidered ruffles and rows of lace and insertion; the combinations (corset cover and drawers) are trimmed with rows of lace and embroidered insertion and finished with lace edges and beading. A truly fine assortment to choose from. The sale price $1.20.

Combination Three-Piece Suits at $3.60 and Up to $8

Corset cover and drawer combinations are of the finest lawn and nainsook muslins, trimmed with laces, insertions and embroidery. The three-piece suits, or "Lenox" combinations, are finished with the finest lace and embroidery medallions.

Choice Lot Skirts and Gowns $2.80 and Up to $12.80

Beautiful garments of the finest materials, finished with the most exquisite embroidery work, dainty laces and beadings of the best wash ribbons; the gowns are an extra quality batiste, muslin and nainsook, with trimmings of lawn, medallions and embroideries.

Refrigerators

A Carload Underpriced

The greatest opportunity you have ever had offered to buy a good, reliable refrigerator for such a small amount of money. Note prices:

$12.50 refrigerators.....$10.50
$13.50 refrigerators.....$11.50
$14.50 refrigerators.....$12.50
$15.50 refrigerators.....$13.50
$16.50 refrigerators.....$14.50
$17.50 refrigerators.....$15.50
$18.50 refrigerators.....$16.50
$19.50 refrigerators.....$17.50
$20.50 refrigerators.....$18.50
$21.50 refrigerators.....$19.50
$22.50 refrigerators.....$20.50

Tomorrow.

Hand-Made French Undermuslins at One-fourth Off

Chemises $1.25 to $12
Drawers $1.25 to $10
Skirts $14.50 to $30

A detailed description of these garments would not do them justice. You must see them to fully appreciate their real beauty and worth. Whatever you do, don't miss the exhibit of French wear.

One-fourth Off
The Above Low Prices



Corset Covers $1.25 to $7.50
Combinations $5.00 to $19.50
Bridal Sets $12.50 to $42.50

The bridal sets consist of drawers, chemise and gown; all are trimmed with the most exquisite laces and embroidered effects; all are hand finished and show the most expert needlework. All one-fourth off.

One-fourth Off
The Above Low Prices

Wash Dresses

Big Half Price Sale Today

The women who could resist buying last week at many of these greatly discounted prices will indeed be hard to please. Some of these items, others of the best wash fabrics. Just the kind for outing and vacation wear. Any of these pretty and stylish enough for street dress.

$25 Dresses $12.50

Pure linen, in all shades, and white; elaborately trimmed with fine laces.

$6.50 Wash Dresses $3.95

Plain colors and neat flowered designs; lace trimmed; wonderful values at $6.50.



An Unexpected Sale of Trimmed Millinery

Reasons which probably would not interest you, yet it makes it imperative that we sell every trimmed hat in the house as quickly as possible. Your chance to buy a stylish, up-to-date, trimmed hat for such a small amount of money that will make this sale an evidence as it is unexpected. These five prices include every hat now in our salesroom.

Trimmed Hats at $3.45

Have most every millinery style represented; all the wanted colorings and combinations; very becoming and exceptionally fine values at

$4.00 Sailors Today $2.95

Just the hat for French or Anglo-Saxon coloring and complexion; very stylish; very natural shapes, the kind that always shows up the best; also plain effects; all the new colors; value $4.00.

Trimmed Hats at $7.50

To the woman who ordinarily pays $10 to $12.50 for a hat this sale will prove a revelation of style and quality, as to the new colors at

Trimmed Hats at $5.00

Every hat a picture, style, quality and individuality in one; why you should pay more than $5.00 for these we cannot say; none at $5. They are worth a half more.

$10 Buys Any Pattern Hat Now Displayed in the Millinery Sales Salon $10

Every pattern hat to be selected in this sale will be displayed in the large room in the salesroom. Choose any one you desire and it is yours for "ten dollars," regardless of the former selling price.



Cleverly balanced, but much space wasted in repetitional displays, while exact prices are not readily understood. The illustrations are clearly brought out. — Anaconda Standard.

from its ranks springs the main support of two rather distinct classes of big stores which are features of the trading centers of all large cities: the "cheap store" and the "popular price" store.

The numerical superiority of this second class, as well as the fact that it spends by far the most aggregate money for merchandise, is responsible for the fact that there are a greater number of "cheap" and "popular price" stores in most cities than there are of the highest grade or what may be classed as "smart, style and quality shops."

The "cheap" store and the "popular price" store are distinct types, whose merchandising and advertising are done on distinctly different planes.

(3) The third subdivision, what is commonly called the middle class, secures its distinction from two elemental causes. The first cause is financial—a matter of income—and it may be said on its financial side to include the great bulk of those families whose income runs above $1,800 a year, and who spend for their living alone on the basis of from $1,800 to $3,000 a year.

But there is an overlapping into this class from the second, on the basis of education, intelligence and refinement, and an overlapping from this class downward to the second on the basis of the lack of these qualities.

This middle class is the consistent supporter of the "popular price" stores as distinguished from the "cheap stores," but at the same time lends a fair degree of support to the "smart, style and quality shop."



Full of ginger and seemingly an ad that should bring big and quick results. — Anaconda Standard.

(4) The fourth class in the community is necessarily the smallest numerically, but it has a very considerable purchasing power which, unjustly and foolishly, is the chief concern of the average "advertising expert," who is often obsessed with the idea that the only people worth advertising to are the "people who have money to spend," which is a favorite term by which he usually designates the more affluent class in the community.

The fourth class of big stores and an innumerable following of small "specialty" or "style" shops are largely supported by this class.

* * *

As there are these four general subdivisions of the people, and four general classes of stores, so we find there are four general classes or styles of advertising aimed at these different classes.

And this of necessity predicates the further fact that there are four distinct general methods or schools of merchandising upon which this advertising is based; for if properly done, the advertising of any store must be the reflection of its merchandising policies. If it fails in any essential properly to reflect its house and merchandising policies it is fatuous advertising and is bound to cause trouble. If the advertising is better than the merchandising or house policy it is as surely bad advertising as if it is inferior to the merchandise or store practice. Failure to understand this fundamen-



[illegible] FEET—11 STORIES AND BASEMENT—19 ACRES—810,300 SQUARE FEET OF FLOOR SPACE.

The 34 years of steady growth

which the above picture so clearly sets forth is the result of sticking to the principles which were laid down by the founder when the business was started.

Honest merchandise; honestly advertised, honestly priced

We ask you to simply remember this fact when you read our advertisements from day to day. You can safely rely on the truth of our statements. We expect you to read them and to respond to them because you are sure that we will keep faith with you—on qualities, on values, on prices. And whenever you are not fully satisfied you can get your money back without any "ifs or ands."

ESTABLISHED 1875
BY E. J. LEHMANN

THE FAIR

STATE, ADAMS AND
DEARBORN STREETS

A concise statement—a clear purpose clearly carried out. A "special occasion" ad that was worth its space.—Chicago Papers.

tal truth is the rock on which many an advertiser and merchandiser have split.

Four "Styles" of Advertising

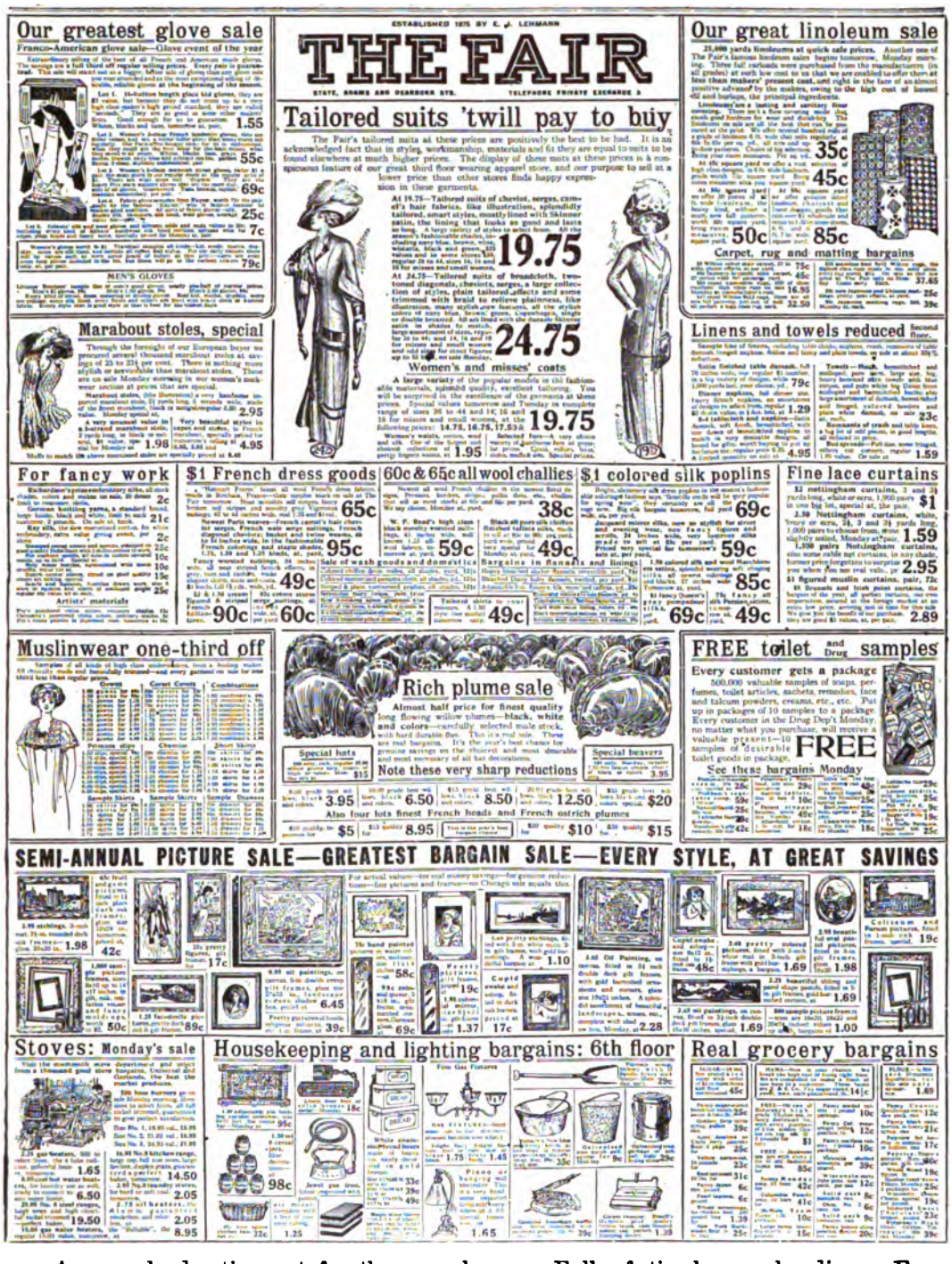
In classifying the four styles of advertising we will reverse the order of consideration, making the first class of advertising fit the fourth or smallest affluent class and working down the scale.

Advertising the Smart, Style and Quality Shops

The "smart, style and quality shops" are usually few in number so far as "big stores" or "department stores" are concerned, and so far as this subject of "Department Store Advertising" needs to deal with them.

They are harassed by the competition of numberless "style" and "specialty" shops which hang upon the rim of their chariot wheel and profit by the advertising of the big store instead of making an intelligent effort of their own. All of these smaller competitors could profitably adopt and follow an advertising campaign of their own, instead of being content to exist on the crumbs that fall from the table of Dives, but that is another story which will be dealt with, no doubt, in another part of this work.

In a general way it may be said of this class of advertising for this class of stores, that:



A general advertisement for the same house. Full of timely merchandise. — From Chicago Examiner Proof.

It follows conservative lines in display types and headings, avoids sensational announcements and also to a certain extent minimizes the use of "Sales" as bids for trade; that it minimizes the use of display in its price figures, and tries to give emphasis to style, to quality, to originality, to exclusiveness, to priority of fashions, to premiership in the showing of the latest productions, the newest ideas, the modern in improvements, new discoveries or adaptations in the application of methods of making or enhancements in quality.

In a general way it may be said of this class of advertising that it endeavors to clothe all its announcements to the public in a dignified phraseology and to make an indirect appeal through the evidence of breeding and good taste in its diction and composition.

Generally, again, it may be said of the advertising for this class of stores that it avoids flashiness of typographical or illustrative display, and that where display out of the ordinary is considered advisable in any of its announcements this display or illustration shall be distinctly artistic and unique rather than startling or sensational.

It may be said generally of the advertising of this class of stores that the first consideration in every advertisement should be given to creating the impression of "polite social status." This is imperatively necessary, for the prestige of this sort of organization is built upon the idea of "highest class." That distinction must be maintained at all hazards, for it is even more impor-

STRAWBRIDGE & CLOTHIER

THE GRANDE FETE ANNIVERSAIRE STARTS TO-MORROW

Greatest Sale of Women's Waists Ever Known



The GRANDE FETE ANNIVERSAIRE starts to-morrow, Wednesday, June 1. This is the most important money-saving event of the year—large lots of merchandise in every department at remarkable reductions from regular prices. But by far the largest and most extraordinary single feature of this Unique Annual Sale will be the distribution of the largest special purchase of Women's Waists ever known in this or any other store. Two years ago we broke all previous Waist-selling records, when we sold 40,000 ROYAL WAISTS, and last year we exceeded that record with 42,000 ROYAL Waists, which proved to us that there is scarcely any limit to the quantity that can be sold at such reductions in price as were quoted. For this Sale we have—



45,000 ROYAL Waists

All fresh from the famous "Royal" factory, at Third and Brown Streets, every Waist made for this season's trade, every Waist up-to-date in style and perfect in cut, fit and finish, and hand-laundered.





Five Hundred Different Styles

Tailored Waists and Lingerie Waists in more than five hundred different styles—an average of many Waists of each style, though there are a few little new special handled Waists.





More Than 12 Carloads

These 45,000 "Royal" Waists would more than fill twelve freight cars, packed to the roof. In single waist boxes, laid flat, one on top of another, they would make twenty stacks as high as City Hall tower.

Reach Fifty Miles

In this lot of 45,000 is a Waist for each pair of a line of women, hands touching, that would reach across the State of New Jersey.

That same assemblage of women would fill the Academy of Music fifteen times.

The Royal



The Royal

Greatest Values Ever Offered

This is the greatest opportunity ever presented for securing a complete supply of beautiful new Waists for every need—800 different styles, scores of different materials, in tailored and lingerie models; finest laces and embroideries, many exclusively hand-embroidered. Open front, open back; long sleeves, three-quarter sleeves; full effects, Dutch collars, V-necks, Peter Pans. *Not one store in a thousand shows a new, stylish range like this.*

$1.00 to $1.50 ROYAL Waists—now 50c
$1.00 to $1.50 ROYAL Waists—now 65c
$1.25 to $2.00 ROYAL Waists—now 85c
$1.50 to $2.25 ROYAL Waists—now $1.00
$1.75 to $2.50 ROYAL Waists—now $1.25

Thousands Are Half Price

While many styles are marked at about one-third less than the regular prices, every Waist in the entire collection is underpriced, and thousands will be sold at *half regular prices*. And the Waists at 50c and 65c are just as carefully made as the finer ones—that means *perfect* in workmanship and finish, for the "Royal" factory never turns out any other kind. Thousands of women are eagerly awaiting this great annual event! *Come to-morrow.*

$2.00 to $3.00 ROYAL Waists—now $1.50
$3.00 to $4.00 ROYAL Waists—now $2.00
$3.50 to $5.00 ROYAL Waists—now $2.50
$4.50 to $6.00 ROYAL Waists—now $3.00
$5.00 to $10.50 ROYAL Waists—now $3.75



WAISTS of French batiste, fine white lawn, lingerie cloth, sheer mull, pure Irish linen (many hand-embroidered, some trimmed with baby Irish lace), figured plumetis, printed lawns, Anderson gingham, Simpson's black batiste and lawn, crenshaw effects, dimities, flaxon cords, chambrays, neat percales, white linene, China silk. Many styles with a dainty trimming touch of color on white.





THE TRADE-MARK "ROYAL" on a Waist gives to every woman absolute assurance of quality, style, fit, fine sewing, perfect buttons and buttonholes—and the guarantee of both manufacturer and retailer of SATISFACTION. If any "Royal" Waist proves imperfect or unsatisfactory in any way, return it and get your money or another Waist.

A Fresh Waist Daily for 128 Years

If you owned all these 45,000 Waists, and put on a fresh one every day, you'd never wear them all, for they'd last a hundred and twenty-three years—and never wear the same waist twice.



Selling Space and Force of salespeople Quadrupled. *Second Floor.*



An Excursion Filling 700 Passenger Cars

Imagine an excursion of twenty-passenger every road to seven hundred and fifty passenger coaches—there's a "Royal" Waist in this line for every woman on this nine-mile long train.



How it is Possible to Offer These Extraordinary Values

This Store being the largest distributing centre for "Royal" Waists, we are frequently asked how it is possible to sell Waists of a standard, universally-known brand, in such quantities at such low prices. The answer is, because the "Royal" factory has no "dull season"—it employs its full quota of operatives all the year 'round, and few other waist makers do this. During the lamentable strike of Waist operatives last winter, the "Royal" factory continued in full operation, every day, without the slightest suspicion of unrest on the part of its employes. *Every "Royal" employe is satisfied*—a happy industrial family. This constant activity, this anticipation of orders insures to its large *clientele*, comprising leading stores all over this country, not only prompt deliveries for original orders, but also immediate shipment of duplicate orders. Profits from the greater volume of business resulting from this policy offsets the loss sustained through such great special Sales as this which starts to-morrow. And the wide publicity, gaining the friendship of the thousands of women, who become such staunch devotees of "Royal" quality that they continue to buy at regular prices, is the most effective advertising any meritorious article can secure. *Every purchaser will "get the Royal habit." Selling space and force of salespeople quadrupled.*

—SECOND FLOOR, HARRIS STREET, CENTRE, AND FILBERT STREET

STRAWBRIDGE & CLOTHIER, Market Street, Eighth Street, Filbert Street

Probably paid for by the Royal Waist makers. A trifle superlative for S. & C. Typographically excellent.—Philadelphia Press.



As good an opening announcement as could be conceived to interest a woman.—San Francisco Call.



Somewhat verbose and over the heads of the public. Not as good as the Spring opening ad of the same house.

tant to cultivate this class distinction than it is to "get the money" as the immediate result of any advertisement or set of advertisements. No greater error could be allowed to creep into any ads of this class of store than even a hint that it might be regarded as a "department store" or at any point in competition with those of less pretension to social distinction.

Constant reiteration or suggestive inference that ethical considerations are given greatest weight in the house policy of such stores is another feature of their advertising to which in a general way allusion must be made, for this article can deal only with the general aspects or phases of each situation. While it is by no means certain that the fourth class of the population is the most ethical in its life or its aims, it *is* certain that in this class a greater effort is made to give the appearance of ethical motives, and the store that caters to them can hardly overdo its attention to ethics in advertising or in the organization of its various activities.

The subsidiary advertising of stores of this first class follows the general ideas of the newspaper advertising. It must first of all be "classy." It must carry always the distinction of being the most artistic that can by any possibllity reach the customer. Circulars must be in the latest papers, illustrations must be unique and artistic, text must be politely formal, invitations must be engraved in the very latest correct form, colors where used must be dainty, delicately suggestive of refinement and luxury.

Refinement is the Keynote of the Atmosphere of This Class of Store and Its Advertising

The slightest lapse from good form, while it may bring extra dollars from the large class to whom it directly appeals, will also bring down opprobrium from the more select class on whose good will this sort of establishment is founded. What is permitted the "popular price" store without question, may do more harm than real good to the "smart, style and quality shop," whose mission is to take the air of commercialism from the purchasing transactions of the social ultras, and to give these transactions instead a social complexion (whether real or artificial), which will make their shopping appear to the patrons as a portion of the "social calendar."

It has become increasingly difficult, however, to maintain this plane or status. The preponderance of buying power of the middle class, as well as the increasing demand for higher and better qualities of merchandise *by* this middle class, have more and more proven that a *really big* business *must* have its popular side and *must* cater in some way to this large portion of the population if volume of business is to bear down the scales of judgment in preference to absolute exclusiveness.

We see thus the "smart, style and quality shop" emphasizing in certain quarters and in certain mediums the "popular basement" or other appendage or subdivision designed to get the money of wider and larger groups than "exclusive sets" can boast. This results

ALL ELEVATED TRAINS STOP HERE — "S. & H." GREEN STAMPS FREE

Rothschild & Company

State and Van Buren Streets — and Wabash Avenue

READ our special ad on another page of this paper for full information concerning purchase and sale of 5,000 Dresses from David Harris, 16th Ave., N.Y.

DECEMBER Standard Patterns & Publications on sale in Pattern Dept. Standard Pattern Free with Winter Standard Fashion Book at 10c, when buying cape or later

Drugs and Toilet Needs

Rothschild Rare Whisky, regular 1.25 qts. 89c; Pure Norwegian Cod Liver Oil $1 value, quart, 69c; Pint, 39c. Hot Water Bottles, regular $1 value, 69c. Fountain Syringes, regular $1 value, 69c. Witch Hazel and Bay Rum, pint bottles, 10c. Talcum Powder, 3 cakes Violet Talcum and 1 box Violet Talcum Powder, 25c. Violet Toilet Water, regular 50c value, 39c. Violet Sachet Powder, regular 50c value, 39c. Violet Talcum Powder, regular 25c value, 19c. Violet Toilet Soap, regular 10c value, 7c cake, 3 cakes 20c. Violet Bath Soap, regular 25c value, 19c cake, 3 cakes 50c. Violet Face Powder, regular 50c value, 39c box. Violet Perfume, regular 50c value, 39c bottle. Violet Perfume, regular $1 value, 69c bottle. Violet Perfume, regular $2 value, $1.39 bottle. Violet Perfume, regular $3 value, $1.98 bottle. Violet Perfume, regular $4 value, $2.98 bottle. Violet Perfume, regular $5 value, $3.98 bottle. Violet Perfume, regular $6 value, $4.98 bottle. Violet Perfume, regular $7 value, $5.98 bottle. Violet Perfume, regular $8 value, $6.98 bottle. Violet Perfume, regular $9 value, $7.98 bottle. Violet Perfume, regular $10 value, $8.98 bottle. Violet Perfume, regular $12 value, $9.98 bottle. Violet Perfume, regular $15 value, $12.98 bottle. Violet Perfume, regular $20 value, $16.98 bottle. Violet Perfume, regular $25 value, $19.98 bottle. Violet Perfume, regular $30 value, $24.98 bottle. Violet Perfume, regular $40 value, $32.98 bottle. Violet Perfume, regular $50 value, $39.98 bottle. Violet Perfume, regular $60 value, $49.98 bottle. Violet Perfume, regular $75 value, $59.98 bottle. Violet Perfume, regular $100 value, $79.98 bottle. Violet Perfume, regular $125 value, $99.98 bottle. Violet Perfume, regular $150 value, $119.98 bottle. Violet Perfume, regular $200 value, $159.98 bottle. Violet Perfume, regular $250 value, $199.98 bottle. Violet Perfume, regular $300 value, $239.98 bottle. Violet Perfume, regular $400 value, $319.98 bottle. Violet Perfume, regular $500 value, $399.98 bottle. Violet Perfume, regular $600 value, $479.98 bottle. Violet Perfume, regular $700 value, $559.98 bottle. Violet Perfume, regular $800 value, $639.98 bottle. Violet Perfume, regular $900 value, $719.98 bottle. Violet Perfume, regular $1000 value, $799.98 bottle.

Women's $3 Goodyear Welt Shoes, Monday, Pair, 1.98



WOMEN'S $3.00 Winter Shoes for street and dress wear, patent calf or gun-metal calf leather, choice of lace and button styles, staple 3.00 values, tomorrow, per pair, **1.98**

Men's and Women's House Slippers, in leather and felt, choice of many low cut shapes, pair, 98c and **75c**

Women's and Children's Felt Slippers, various styles and colors, special, per pair, 49c and **39c**

Girls' and Children's Shoes, kid and soft calf leathers, hand-turned flexible soles, lace and button styles, special values, pair, 1.25 and **98c**

Infants' Shoes, soft and patent leathers, hand-turned flexible soles, lace and button styles, special, special values, pair, 75c and **49c**

Rubbers, Rubber Boots and Overshoes at Lowest Prices

85c and $1 Gloves for 65c



WOMEN'S Kid Gloves, black, white, tan, brown, gray or navy, overseam sewn, clean, perfect quality, all sizes, 85c and 1.00 values, per pair, **65c**

Women's Black Cashmere Gloves, plain and fancy silk lisle; 25c grade, pair, **50c**

Women's and Boys' Cape Gloves, 1 clasp P. K., with Paris overlapped backs, very serviceable street gloves, at **59c**

Boys' Golf Gloves, black, gray, navy or brown, worth 45c, special, per pair, **25c**

Boys' Gauntlet and Fur Gloves, Reno Tired, black, tan or brown, warm and durable, the like usually priced for Monday, pair, **50c**

Boys' Mocha and Kid Gloves, Fleece lined, at 89c

Striking Values in Women's Long Coats

The Most Effective New Styles for Winter Wear, Presenting the Best Values We Have Ever Shown at Prices So Extraordinarily Low



COATS in 10 individual, attractive styles, equal to the average coat shown at $25. Some are made of high luster broadcloth, semi-fitted, lined throughout with guaranteed soft satin, plain tailored or fancy sailor collar style (like cut); handsome tourist mixtures, with panne velvet collar and cuffs; broadcloth models in military style, elaborately braided; fine real plush and pony caracul cloth styles, deep rolling collar, genuine 25.00 values, for **17.50**



54 Inch All Satin Lined Coats, 9.55—Made of black broadcloth, strictly plain man-tailored style; fancy novelty mixtures with fancy shawl collar, velvet edged; black kersey models with high turnover collar, silk and braid trimmed; storm and military chevron coats in navy blue, with fancy inlaid standing collar; a siren for women and misses, regular 15.00 values, **9.95**

Stylish Long Coats at 5.98—There are 8.00 and 10.00 values at 5.98, so he prepa ressserve and share this extraordinary bargain. There are several styles to choose from; made of black kersey Thibet, plain tailored to fit fitting styles, to 50 inch length, rolling collar, handsomely braided or inlaid with velvet, lined edge, **5.98**

Women's and Misses' 18.00 and 25.00 Broadcloth Suits, 12.50—Several styles, made of black, navy or brown broadcloth; coats plain tailored or effectively braided and lined with guaranteed satin, skirts are new models with new pleated flounce, all sizes, specially priced for tomorrow's sale, **12.50**

$100 Fur Coats for 65.00

We give you your choice tomorrow of an assortment of fine fur coats made to retail at $100, reduced by a maker's sacrifice. Choice skins—fine marked Russian Pony, finest quality Near Seal or Macmurd Mink, 52 or 54 ins. long, lined throughout with best plain colored or fancy broadcloth Skinner's satin, **65.00**

Black Near-Lynx Sets, new shawl and muff, rich glossy fur, lined with extra large half-lined shape, with shirred ends; $10 value, for **$10**

Black or Brown Russian Coney Sets, heavy, lustrous chest collar with tails, pillow muff, satin lined, 4.50 values, for **2.98**

Black Fox Pillow Muffs, 7.50 | **Black Lynx Cat Muffs**, 8.95 | **Black Lynx Cat Muffs**, 12.50 | **Isabella Fox Rug Muffs**, 10.75 | **Genuine Mink Muffs**, 15.00



Marmot Mink Shawl Scarfs, in skins that have the appearance of genuine mink, wide shawl collar cut, **6.98**

Blended Squirrel, Marmot & Brook Mink Neck Scarfs, large shoulders and back, **3.98**

100 Smart New Model Hats at Very Special Prices



ONE hundred Parisian and New York Model Hats (two distinctly some of which we were very fortunate in securing from a prominent importer. The shapes are fine quality braided plush (silk facsimile) or silk velvet, prettily trimmed with imported novelty feathers, including bands of colored feathers and handsome aigrettes. Black and colors, absolutely no two alike—only 100 of these hats, divided into two lots, special, at

$10 and $12

Men's Winter Underwear

MEN'S Part Wool Shirts, extra heavy, double front and back, natural and camel's hair, special for tomorrow, **1.25**

Men's Fleece Lined Union Suits, winter weight, natural color, sizes 34 to 46, **1.00**

Men's Shirts and Drawers, heavy winter weight, fleece lined, natural color, 75c quality, special sale price, each, **50c**

Men's Part Wool Shirts and Drawers, winter weight, plain woven shirts, natural, camel's hair or heather gray; drawers, ribbed unshrinkable kind, 1.50 quality, tomorrow, **1.00**

Men's Wool Shirts and Drawers, extra heavy, great or fine ducbe ribbed, colors natural, buff, tan, heather or white, 1.50 values, each, **1.00**

Men's Wool Hose, heavy or medium weight, blue or gray, 25c quality, tomorrow, per pair, **15c**



Dress Goods Priced Radically Low

Prices That Prove Our Value Supremacy

SHEPHERD Checks, (three-size checks) 54 in. width, $1.00 qual. per yard, **79c**

CHIFFON Broadcloth, 54 inch width, black and colors, $1 quality, **1.50**

Coatings, 54 inches wide, checked and striped effects in gray, brown or navy, a regular $2.00 quality, specially priced for tomorrow's sale, per yard, **89c**

Suitings, 54 inches wide, variety of patterns, regular 1.25 and 1.50 quality, special, per yard, **69c**

All-Wool Serges, 54 inches wide, black, royal, navy, tan or green, 1.00 quality, per yard, **69c**

All-Wool Chiffon Panama, 50 inch width, black only, a splendid weight, 1.25 value, yard, **98c**

Coating Serge, 54 inch width, black, royal or navy, correct weight, regular 1.00 quality, specially priced for Monday's sale, per yard, **79c**

All-Wool Black Kersey, for coats, 54 inches wide, fine finish, 1.25 quality, special, per yard, **1.00**

All-Wool Black Broadcloth, 54 inch width, correct coating weight, 2.50 quality, per yard, **2.00**

All-Wool Black Panama, 50 inch width, good weight, regular 98c grade, special, **79c**

Serge, 54 inch width, black, royal or navy, correct weight, regular 1.50 quality, specially priced for Monday, **1.39**

Women's and Children's Underwear

WOMEN'S Vests, Pants and Tights, white or ecru, heavy ribbed, gusset and seam, pants and vests also Swiss ribbed vests and tights, **50c**

Women's Union Suits, heavy silk finished, white and ecru, also Swiss ribbed cotton, medium weight, all sizes, 1.50 garments, special, **$1**

Women's Egyptian Cotton Union Suits, heavy fleece lined, 75c grade, special for this Monday's sale, **50c**

Women's Natural Wool Vests and Pants, extra heavy fleece lined, 2.50 grade, durable, 1.75, 1.50 & **1.25**

Women's Vests & Pants, heavy ribbed cotton, fleece lined, ecru color, 35c values, special, **25c**

WOMEN'S Part Wool Vests, Pants and Tights, natural color, fine fleecy ribbed, medium heavy weights, all sizes, trimmed, 1.25 quality, at **75c**

Misses' and Children's Vests and Pants, extra heavy and fleeced, at **29c**

Boys' Shirts and Drawers, heavy fleecing, natural color, 35c values, **25c**

Boys', Misses' and Children's Union Suits, fleece lined, natural color, 50c values, **50c**

Boys', Misses' and Children's Wool Union Suits, **$1**

Children's School Hose, all wool, heavy weight, fine or ribbed, 35c quality, at **19c**

Popular New Amazone Silks at 68c

A Silk That Renders Splendid Service

AMAZONE Silks, fine quality, yarn dyed, satin finish, soft and elegant, recommended for dressmakers as the most satisfactory wearing silk. Color assortment includes cut, pink, Alice blue, mauve, lettuce, reseda, Nile green, champagne, raspberry, artichoke, Prince Rupert, heather, national, navy, cardinal, argenti, ivory and black, per yard, **68c**

Crepe Milano, 42 inches wide, superior year silk quality, plenty of colors, per yard, **1.50**

Satin Imperial, 20 in. wide, 30 pieces of newest street and evening shades, 1.50 & 1.25 qual., per yard, **1.10**

10,000 Yards Fancy Dress Silks, 1.00 & 1.25 qualities, fashionable per yard, **69c**

Plaid Novelty Silks, new color combinations for waists, dresses or trimming, much better than usual prices, 1.50 yard, 85c, 75c, 50c and **39c**

Black and White Silk Novelties, 1.00 and 1.25 values, per yard, **89c**

Chuck Taffeta, 20 inch, yard, **89c**

2,000 Yds. Imported Black Taffeta, pure dye, remarkable finish, 1.50 & 1.25 qualities, per yard, **1.25**

Black Silk Ottoman, 20 in. wide, popular for long coats, 2.00 & 1.75 qualities, 75 pieces, per yard, **1.69**

Persian Silks and Satins, printed stripe, extra heavy, fine quality, in light and dark colorings, yard, 1.00, 85c, 65c and **39c**

Silk and Wool Poplins, 27 in., fine quality $1 value, yard, **69c**

Genuine Good Values in Boys' Winter Clothing



BOYS' Overcoats, made of all wool fabrics, light or dark colors, Russian or cravenette style, with roll or velvet collar. The convertible style cut full and long with lapels, buttoning close to neck, sizes 2½ to 10. All are 7.50 values, at **5.50**

Boys' Russian Overcoats, made of dark grays, blues and neat mixtures, mostly made, well lined, velvet collar, emblem on sleeves, stylish garments for boys 2½ to 10 years, $5 values, Monday, **3.85**

Boys' Suits, many dark mixtures, with one or two pairs knicker trousers. Norfolk styles have but one pair trousers, sizes 3 to 16, exceptional 4.00 and 5.00 values, thoroughly reliable garments, special, **2.85**

Boys' Blue Serge Suits, heavy weight material, lined with strong serge or venetian, knickers are lined throughout and seams taped, extra 8 to 17 years, regular 6.00 values, tomorrow, **4.75**

100 Dozen Boys' All-wool Knicker Trousers, made of odd ends of suitings, full cut and perfect make, worth $1, specially priced for Monday's sale, per pair, **65c**

Boys' Blouses, made of black sateen, blue chambray and other reliable fabrics, finished with collar, special, **25c**

Boys' Caps, pull down band in fur trimmed, all colors to match overcoats and suits, 75c values, **45c**

Fifth Floor.

Economies in Wash Goods and Flannels

BLEACHED Muslin, yard wide, standard Lonsdale, Fruit of Loom, Hope, Cabot & Hill brands, 10 yd. limit, yard, **8½c**

Dorset Flannel, extra heavy twilled, cold heather, 15c quality, special tomorrow, yard, **8½c**

Apron Gingham, striped, 5½c quality and Lancaster 10 yds. limit, yard, **5½c**

Persian Challie, range of light or dark color patterns, 10c quality, 10 yards limit, tomorrow, per yard, **4½c**

Seersucker, fancy and plain colors, 10c grade, yard, **10c**

Tennis Flannel, extra heavy, soft nap, pink or blue stripes, 15c grade for Monday's sale, yard, **8½c**

Velour Flannel, heavy quality, extra wide, 8-8 weight, 12 to 40 yd. limit, specially priced for Monday, yard, **9c**

Imported Silk Scarfings, with side bands, plain or dotted patterns, 45c value, sale price, per yard, **29c**

House Garments, Sweaters and Petticoats

BLANKET Robes, made of excellent quality blankets, with large sailor collar, finished with cord, splendid values,

Women's Worsted Sweater Coats, all wool, 45 inch length, plain mannish weave, single breasted style, with plain collar, two pockets, and years of past fashioning, **2.49**

Flannel Kimonos, dainty pink or blue stripes, neatly with kimono sleeves, rounded edge, good width, tomorrow, **79c**

Dressing Sacques, made of Persian pattern flannelette, kimono sleeves, fancy braided, **38c**

Petticoats, good quality black sateen cloth, wide accordion plait ruffle, good width, **98c**

Women's Flannelette Petticoats, heavy quality, ruffle has scalloped edge, well made and warm, tomorrow's sale price, **23c**

Women's Outing Flannel Petticoats, Trilby style, finished with deep plain flounce, Monday, **19c**

FRENCH UNDERWEAR

French Chemises, 1.25 value, tomorrow, **85c**
French Drawers, our regular 1.00 value, **79c**
French Corset Covers, usual 1.00 value, **89c**
French Gowns, 2.50 value, tomorrow, **1.65**
French Chemises, 3.00 value, sale price, **2.25**

Extra Size Taffeta Silk Petticoats, grand quality taffeta, 10in. black and colors, made of finest flounce with knife pleated ruffle, special, **5.00**

Pajamas, made of dainty striped flannelette, coat and drawers, finished with pearl buttons, silk frog trimming, **1.49**

Four Bargains in Glassware and China

COLONIAL Glass Table Tumblers, fire polished, 3c worth 10c per dozen, each, **3c**

100 Piece Dinner Set, light semi-porcelain ware, new shapes, handsomely decorated in small floral, **6.95**



50-Piece Dinner Set, fancy shapes, dainty pink floral spray decoration, each piece has gold band, 12.00 value, special for one day, **2.98**

Dinner Knives, French china handle, nickel blossom decoration, each 1.50 value, special, **98c**

Dinner Sets, fancy shapes, dainty pink floral spray decoration, each piece has gold band, 20.00 value, special for one day, **8.95**

Artists' Materials

Handbook's Paris Bonnet Gold, 30c. Dry's Solution, for artificial light, 10c. Dry's Medium, gold or tinted, 10c.

Lacquer's Colors, 15c tube, assorted, 10c. Dry's Powder Colors, 10c and 15c tin. Dry's Carbon Pencils, 1st and 2d cut, 10c.

Pelletts Knives, assorted handles, 19c. Sterling metal sharps, 25c value, **19c**

Wall Paper: Room Lots

Wall Paper, 2 or 4 roll lots, worth to 30c, per roll, **10c**

$5 Set of Teeth for $3



$5 Set of teeth, **$3**
$15 Set, **$10**

Crowns, bridgework done and all other dental work at lowest prices. Teeth extracted without pain

Furniture Bargains of Prime Importance to Chicago Homefitters

DINING Table, like cut, made of select quarter sawed oak, top 45 inches in diameter, extends to 6 feet, heavy pedestal base, large hand carved claw feet, 18.50 value, special, **13.50**



Parlor Table, like cut, made of select quarter sawed oak, top 24 inches square, 2.50 value, specially priced for Monday, **1.65**



Our Easy Payment Plan — For Homefitters

Vernis Martin Bed, best steel construction, full 5 in. continuous posts, each filling ends, $15 value, Monday, **10.50**

Library Table, like cut, made of solid oak, best early English finish, one large drawer, extra shelf, French legs, special, Monday, **7.50**



Jewel Felt Mattress, full 45 pounds, made of select cotton felt, covered with fancy ticking, roll edge, 10.50 value, special, **7.50**

PARLOR Rocker, like cut, made of quarter sawed oak or mahogany finished birch, fancy carved back and posts, full roll seat, special, tomorrow, **4.50**



Dining Chair, like cut, made of select quarter sawed oak, highly polished, full box seat, upholstered over cane, special, **2.25**



Monday's Specials in Market and Grocery

MORRIS & CO.'S Sugar Cured Breakfast Shoulders, 8 to 9 pounds average, special tomorrow, per pound, **12½c**

Bath's Colonet, 10-pound pail (gross weight), Monday, **1.29**

Tomatoes, 3-pound can, **12c**

Pumpkin, 3-pound can, **10c**

Succotash, 3-pound can, **10c**

Fruit Peas, 3-pound can, **10c**

Asparagus, 3-pound can, **32c**

GRANULATED Sugar, with grocery order, 5 pounds, **44c** and limit not included in the 5.

Crystal Dimmer Paper, 2-pound carton of Watch Dog Lye, 3 Magnolia Soap, 3 cans Gold Dust Powder, 3 cans Sapolio, 3 cans Pearline, 3 cans Sunbrite Cleanser, 3 cans Arctic Soap, 3 cans Enameline Stove Polish, 3 cans Rub-No-More Soap, 3 cans Oxydol, 3 cans Babbitt's Best Soap, 3 cans Jewel Soap, 3 cans Pyle's Pearline, 3 cans Gloss Starch, 3 cans Kirk's Flake White Soap, 3 cans Lenox Soap, 10 bars, 10 cakes Fairy Soap, 10 cakes Ivory Soap, 10 bars Diamond C Soap, 10 bars Queen Anne Soap, 10 bars Lenox Soap, 10 bars Kirk's Hand Soap, 10 bars Fairy Soap, 10 bars

The advertising for popular price stores in Chicago is much the same in style and appearance. The difference is largely in the selling talk. This is a typical Chicago Sunday advertisement.—Sunday Papers.

in diminishing the clarity of the line of cleavage between the "smart, style and quality shop" and the "popular price store." The phenomena are thus presented of the highest class establishment "stooping a little" and adding to its volume and its profits from the upper grades of the mass, and the "popular price store," in reprisal, "reaching higher" and making encroachments upon the exclusive, violet-scented money of the "best people."

So far has this intermingling gone that very few indeed remain of the strictly exclusive, and the tendency is all in favor of exclusiveness being confined to separate and individual lines of merchandising in separate stores, and a final merging altogether of the "smart, style and quality shop" with the "popular price store," leaving the latter as master of the field. The distinction thus will remain "best" and "better" as between different managements of stores, all aiming at the trade of the middle or affluent general groups of consumers.

The Merchandising of the "Better" and "Best" Stores

necessarily takes into consideration more of the human amenities than must be considered by those who base their activities upon the less particular groups of people.

The merchandising of these "better" and "best" stores is more intimately interwoven with the store service and the house policy and takes cognizance to a

Select Your HOLIDAY GLOVES Early This Year—NOW!

THE stocks are at their best now; everything new, beautiful & fresh. We show only standard makes of gloves, in the latest & best colorings, & you are sure of your gloves here. First floor, South.

$1 Gauntlets, 49c
Cowhide leather gauntlets, with tan & brown; for boys & girls; fleece lined. $1 value, at 49c.

Boys' $1 Gloves, 59c
The famous Adler make of boys' 1-clasp kid gloves, in all sizes. $1 grade, marked at 59c.

Store Closes Daily at 5.30 P. M. Hats Trimmed Free of Charge
Mail Orders Filled Phone Orders Promptly Filled

Lit Brothers

Market Eighth Ask for Yellow Trading Stamps When Shopping Filbert Seventh

For Your Christmas Gifts
Collect Yellow Trading Stamps

FILLED stamp books are redeemable for articles of beauty, utility & intrinsic value, articles that will add materially to the comfort & ornament of your home or your personal belongings. Be sure to see our Fifth Floor Premium Salon Display. We give one stamp with each 10-cent purchase from 12 o'clock until closing time, & in only 60 your books is filled—quick time.

We Give Double Stamps Until Noon

A Sale of 7500 Coats & Tailored Suits!

At Prices That Are Lower Than Are Usually Quoted in January

The Enormous Overstocks of Scores of New York Makers, Due to the Backward Season, Are Really Responsible for These Marvelously Reduced Prices. The Savings Are Really Wonderful

We Have Never Offered Such Remarkable Values

Misses' & Little Women's $18.50 Tailored Suits Marked Special Here at Only $10.00

Women's $30.00 Full-Length Broadcloth Coats Marked Special Here at Only $17.98

Women's $29.75 Caracul Cloth Coats Marked Special For This Sale at Only $18.50

Women's $35.00 Full-Length Broadcloth Coats Marked Special For This Sale at $22.50

Women's $25 Suits of Serge & Mannish Mixtures at . . . $14.98

Women's, Misses' & Little Women's $42.50 Suits Special $25

Women's $16.50 Full-Length Serge & Broadcloth Coats at $9.98

Women's $20.00 Full-Length Caracul Cloth Coats marked $11.98

Misses' & Little Women's $20.00 Tailored Serge Suits Tomorrow at Only $12.98

Women's $30.00 Suits of Fancy Diagonal Materials & Serge Priced Here at $18.50

Women's & Misses' $22.50 Broadcloth & Serge Coats Special Tomorrow at $14.98

Women's $42.50 Polo Coats in Gray & Blue Specially Priced for Tomorrow at Only $25.00

Women's $45.00 Full-Length Seal Plush Coats Special Tomorrow for Only $29.75

Women's $22.50 One-Piece Dresses, Broadcloth & Panama, Special Tomorrow at $14.98

Women's $40.00 One-Piece Corduroy Dresses Marked Tomorrow at Only $25.00

Women's $7.50 Panama & Serge Skirts Marked Here Tomorrow at Only $4.98

Women's $14.50 Skirts of Serge, Panama & Unlined Voile Marked at Only $8.98

Women's $16.50 Broadcloth Skirts in the Newest Models Marked Here at Only $10.98

Misses' & Little Women's $16.50 Worsted Coats, Marked Special Here Only $10.98

Juniors' $14.50 Coats of Diagonal Cheviot Specially Marked For This Sale at Only $8.98

$16.50 Rich Black Belgian Lynx Sets—Neckpiece & Muff—Special at Only $10.98

$22.50 Brussels Lynx Sets, Richly Trimmed, Specially Marked Here at Only $14.98

$40.00 Rich Black Fox Sets, Novelty Neckpiece & Pillow Muff Priced Only $25.00

$40 & $50 Blue Siberian Wolf Sets, Richly Lined. Special Here at Only $25 & $35

$35 Full-Length Russian Pony & Belgian Coney Skin Coats, Special at Only $39.75

$75 Full-Length Russian Pony Coats Specially Priced Here Tomorrow at Only $52.50

$67.50 Full-Length Black Caracul Skin Coats, Special Tomorrow Here Only $47.50

$95 Full-Length French Seal Coats, Soft Black Fur, Special Here at Only (2d Floor) $62.50

Another Great Silk Sale

Opens Tomorrow : 65c Silks 39c

OVER 10,000 yards of exquisite new messaline silks at 39c. What an opportunity! They are strictly all silk, smooth, fine weave, absolutely perfect. As shown in a wonderful assortment of the newest colorings & black. Regular 65c values at 39c.

75c Taffetas, a Yard 39c
Most varied line, including the position striped silks. Many multi-color effects; especially desirable for waists, etc. Now 39c

65c to 85c Silks Marked at 49c
Foulard silks, 21 to 25 inches wide, in a large variety of pretty designs & polka dots. 65c to 85c silks, at 49c.

$1.25 Peau de Soie 98c
Solo now at 98c

$1.25 Persian Silks, Special 98c
Pure dye; a most fashionable silk for suits, coats, waists, etc. 36 inches wide. Special 98c a yard.

All silks in waist and dress lengths will be prettily bound for holiday gifts, upon request.

$4.00 Taffeta Silk Petticoats at $1.98

$1.25 Nainsook Combinations Now 85c



$4.00 Taffeta Silk Petticoats Marked $1.98

$1.25 Nainsook Combinations Here at Only 85c

$1.98 59c to $1.49

98c to $3.98

85c

Dress Goods Decidedly Reduced

Large Savings for You Who Are Prudent

50c All-Wool Ladies' Cloth, per Yard Only 38c
Medium-weight ladies' cloth, in inch wide, in a plain weave. Comes in all the new fall colors and cloth black. Splendid for women's dresses and children's wear. Regular 50c quality, marked a yard for Monday at 38c.

25c to 35c Pongee and Durbar Cloth at 19c
Mercerized shantung pongee & shantung, two of the most popular cotton fabrics for winter frocks. In the wanted colors, such as Copenhagen, moss, red, blue, old rose, etc. 36 inches wide. Regular 25c to 35c quality, marked a yard at 19c.

45c Panamas, a Yard 49c
Worsted Bergas 59c
Flannelette, a Yard 10c

One Thousand Women Can Buy $2.50 & $3 Shoes Tomorrow at $1.49

Women's $2.98 & $3 Shoes Special Tomorrow at Only $1.98

The Beautiful Christmas Jewelry Store Has Spread Out Wonderfully

5c to $1.98 Hat Pins at 25c to $2.50

5c to 95c Brooches 25c & 50c

Marvelous 9.30 o'Clock Sale of Girls' $4 Coats, $2



Girls' $7.50 to $8 Coats Only $4.98
All-wool cheviot, mannish mixtures, Australian bear, etc., some strictly man-tailored, others fancy braided, some lined throughout. Sizes 6 to 14 years. Regular $8.98 to $6.50 Coats Only $5.

Regular $2 to $4 Leggins 49c to $1.25

Sweater, Special Price at 98c

Regular $2.50 Coats Now Marked at Only $1.98

Toques Marked at Only 49c

Regular $2 to $4.50 Sweaters 98c to $2.98

Regular 50c to $1.00 Petticoats 25c & 49c



Beautiful New Trimmed Hats at $4.98



$4.98

$1 Beaver Hats at $1.98

$1.98

Children's $1 Hats at only 39c



Great Underwear & Hosiery Bargains

Women's Silk Stockings at $1.59

Stockinette Leggings Marked at $1

SILK STOCKINGS AT $1.35

$1.35

75c Jersey Leggings Marked 59c

75c Union Suits Now Marked 59c

Union Suits Marked at $1.29

Boys' Underwear at Only 25c

Genuine $1.25 Root's Wool Underwear for Men Only 98c



$2.50 Flannel Shirts at $1.95

Men's 25c Ball Rose at 15c

$1 Wool Tissue Underwear at 69c

$1.50 Cardigan Jackets $1.25

A bargain appeal, by a bargain house to a bargain clientele. Would be more easily read and absorbed if headings on smaller section were larger.—Philadelphia North American.

greater extent of the personnel of the sales force and the floor force. And the merchandising authority itself must be and is, not only of a higher order of intelligence, but of more natural refinement, or at least if not natural, intimately familiar with what is and what is not outward evidence or appearance of good breeding and good form.

That it is inanimate does not rob merchandise of displaying good breeding and good form. The same subtle distinctions that betray the man or woman of good breeding, no matter in what circumstances they may be placed, the same character lines that mark the man and woman who give thought to life and who put their thought into life, are as easily discernible in the merchandise that appeals to their sense of fitness. It follows that the merchandising authority and the buyer or department manager must have at least a speaking acquaintance with the niceties, the proprieties and the politenesses of the "real thing" in cultured circles, as well as a familiar contact with the gayer world of "swelldom," in which money alone and its lavish display constitute the criterion for inclusion.

All the merchandise is produced or selected on the basis of proper attention to actual quality, to proper choice of coloring and design, to every element or characteristic which will make for acceptability or non-acceptability to the discriminating classes considered. This is the broadest kind of statement, but as before noted, this article can deal only with general propo-

Hale's Summer Sales

Hale's "The New Way" Hale's

Offer for To-Day's Selling Additional Lines to Those Whose Buyers Thronged the Aisles From 9 to 6 o'Clock Yesterday

New Goods of Quality Far Underpriced



Sale of Men's Negligee Shirts

Practical, Cool and Low Priced. Appropriate for Holiday and Outing Uses or for Workmen

37½c — Strong, well made negligee shirts, for work or outing wear. Made of cheviot or gingham in medium or dark patterns, 50c values on sale at 37½c.

50c — Better grades can be had in cool summer madras shirts, in light or medium patterns. 75c values on sale at 50c.

75c — Very exceptional values at this price in men's imported gingham or madras shirts in neat striped patterns. All fast in color. $1.00 and $1.25 values on sale at 75c.

Sale of Men's Hose

19c Men's fancy hose of foreign manufacture, in a choice of 26 patterns, all woven designs in black and colors. Regular 25c and 35c values on sale, per pair, at 19c.

Sale of Men's Neckties

Special values offered in men's all silk, reversible four-in-hand ties, shown in dark or medium shades, with floral and other patterns. Splendidly appropriate for holiday wear. Special at 25c. **25c**

By Far the Season's Strongest **Sale of Wash Goods**

All Seasonable Staple Goods. New, and of Quality, Savings of Vast Importance on All Lines

6½c yd — White Striped Lawns — 27 inches wide; beautiful sheer cloth.

Dress Ginghams—26 inches wide. In stripes or checks.

Lawn Wash Goods—31 inches wide; white grounds, with small figures; some with border.

9c yd — Chambray—36 inches wide. In plain blue, tan or gray. Splendid for women's and children's dresses.

Madras—32 inches wide; white grounds with small figures and stripes. For children's dresses, etc.

Dress Ginghams — 27 inches wide, mill lengths, in stripes, checks or plaids.

Linen Finished Suiting—32 inches wide. In popular solid colors. A heavy cloth with woven raised cord. **14c yd**

Zephyr Wash Goods—32 inches wide. In stripes, plaids or checks. Suitable for dresses, etc.

Cotton Suiting—34 inches wide. Mercerized in plain colors. Looks like linen.

Scotch Zephyrs—32 inches wide; a big variety of patterns, such as stripes, checks and plaids; also some plain colors. **19c yd**

Popline—27 inches wide; a heavy quality, in plain colors.

Novelty Zephyrs—27 inches wide; in fancy patterns.

12½c yd: Renfrew Ginghams, 27 inches wide: 12½c yd.

Combination Linen Suit With Parasol and Bag to Match — $6.75

An Inexpensive, Attractive Outfit, Suitable for the Fourth of July Outing

The summer sale offers this $8.95 value for but $6.75. The suit is of pure linen, cut on a smart summer style. The coat is 36 inches long, finished with pearl buttons. The skirt is a full 15-gore plaited effect. Shades are tan, white or blue, with linen handbag and parasol to match. All three included at this one price, $6.75.

Sale of Many Thousand Pairs of

Women's Hose — 25c pr

The largest assortment of imported and domestic hose ever offered here at one time in a summer sale. Savings of about half on various kinds, including gauze lisle, silk lisle and novelty weaves. New and staple patterns shown. All new goods.

Sale of Children's French Dresses

Smart — Becoming — Underpriced

Lot 1.

79c — Special values are offered in dainty French dresses of white lawn. Very smartly made, with Dutch neck, lace trimmed, short sleeves, and yoke of embroidery and insertion. Sizes: 3 to 5 years.

Lot 2.

95c — Still better values at this price. French dresses of white lawn; front tucked finely and has lace insertion; high neck, short sleeves; skirt fancily trimmed with lace insertion, fine tucks and deep hem. Sizes: 2 to 5 years.

Paper Lunch Sets

(For the Picnic)

At 25c—Lunch set, including 12 napkins, 12 doilies, 9 plates and a table cloth, 42x54 in., in a damask design. Made of fast color crepe paper, in cherry, violet or patriotic designs. Packed neatly in a box.

A small ad that tells much for its cost. Medium and position being equal, it should be productive.—San Francisco Examiner.

sitions whose details are familiar to those who are directly interested.

In these establishments the displays and fixtures must follow the same rules that govern the choice of merchandise.

Again, the floor management and the sales force must be able at least to comprehend the idea of refinement and to govern their conduct while at work entirely in accord with the extent of their comprehension.

Again, the interior store service and facilities for comfort and convenience must be maintained on the plane of punctilious perfection—must be up to the standard of the most exacting, whether the exactions be based on familiarity or pretense—must be luxurious even to the point of extravagance, yet merit the approval of the dainty as well as the rich.

Beyond this even—the delivery and outside service must be marked by the same distinction that betokens high degree. Wagons and autos, horses, drivers and messengers must all be accoutred to present a "front" of unassailable correctness.

In a thousand other ways similar efforts must be made to enforce absolute harmony of endeavor in this same direction, but the larger general avenues of activity have been mentioned:

And they have been mentioned because: with this class of store these are all features which, directly or inferentially, must find constant mention in the advertising. Indeed, a very fair proportion of advertising effort and

Joseph Horne Co.

Penn Ave., at Lower Fifth Ave.

A Monday Morning Conference With Christmas for the Subject

You and we agree that gift giving is the dominant thought in every mind, just now.

We're all going to tender gifts—we're going to be as liberal as our means will permit.

It is moved and seconded that we select our gift things as early as circumstances will allow us.

There appears to be not a dissenting vote. The motion is carried.

Our time schedule is from 8 in the morning until 5:30 in the afternoon.

Christmas Changes

Visitors to-day will find, among other rearrangements, these departments, the changes based on facilitating Christmas shopping.

Regular Stationery—in Second Floor, West

The Stationery Department on first floor had to lend its room to another department for the holiday season, and we feel that you will not be a bit put out in having to run up there for anything needed.

In the second floor you may choose these articles of stationery—

REAM PAPERS.
PLAYING CARDS.
BRIDGE BOXES.
ENGAGEMENT BOOKS.
TALLY AND PLACE CARDS.
PENCILS.
ADDRESS BOOKS.
PAPER NAPKINS AND DOYLIES.
BRASS AND LEATHER DESK FITTINGS.

Stationery—First Floor, West

Neighboring the huge Postal Card Rack, in West Store, is a cozy section devoted entirely to Christmas Stationery. In this section there are Calendars, Christmas Cards, Christmas Folders, Pocials, etc., and specially prepared Christmas Stationery in pretty cabinets. The following are examples:

Boxes containing 1 quire of White Linen Note or Correspondence Paper, holly and poinsettia covers, Christmas price 25c.

SPECIAL CABINETS, daintily decorated with Christmas emblems, containing 2 quires of assorted Note and Correspondence Paper, white linen finish, Christmas price 50c.

HURD'S FINE PAPERS, 2 quires and envelopes, correspondence size, in fancy cabinet, Christmas price 65c.

SPECIAL CABINETS containing 3 and 4 quires assorted sizes of White Linen Paper and Envelopes, $1.00.

The Engraving Department Will Not Move

This department will remain in its accustomed place in the Stationery Section, and as Engraved Cards and Embossed Stationery are largely employed for practical gifts, notice is given that Christmas orders are multiplying fast, and that you should give us your commission as early as possible, if you intend presenting gifts of this kind.

Christmas Supplies

This Christmas Section is conveniently situated in the second floor, West, near elevators. Here may be selected everything required for daintily dressing your gifts: All sizes of Christmas Boxes, Tissue, and Wrapping Paper, Cards and Twines, Tinsel Cords, Christmas Seals, Labels, Stickers, Tags and Enclosure Cards, Sealing Wax, Gummed Ribbon and Adhesive Coin Boxes, Bill Holders, Glove and Handkerchief Holders—all requisites for properly enclosing Christmas gifts.

Juvenile Books Occupy the Stationery Section

The quantity we've provided makes it necessary that these youthful books have abundant room. The expanse of counter borrowed from the stationery gives free access to the books, without crowding.

Christmas Silks Make Their Debut

The good words said of them accurately estimate the critical judgment women have given these silks, and they also show that silks have their place in the category of practical gifts.

For waists, for scarfs, for gowns—all enclosed in Christmas boxes.

PAISLEY AND PERSIAN SILKS, exquisite color combinations, 4 yards for a waist, 100 styles for selection. 75c to $1.50 a yard

FLORAL AND PERSIAN CREPES, 23 inches wide, variety of beautiful patterns—75 exclusive designs from which to select. 2 yards make a scarf or throw. 65c a yard.

HANDSOME BORDERED GRENADINES for scarfs, throws and auto veils. Grounds of light blue, pink, navy blue, white and black, with handsome Persian borders, 32 inches wide. $1.00 a yard.

GOLD BORDERED CREPE, 23 inches wide, in 12 beautiful shades. These crepes are admirable for scarfs and throws. $1.00 a yard.

FOULARD SILKS, advance showing of new Spring (1911) styles. Pursuing a custom of years we had these beautiful silks delivered early, so that women could surprise their friends with foulards that will be in height of fashion next Spring.

IMPORTED FANCY MARQUISETTES, extensive line of beautiful patterns. From $2.00 to $7.00 a yard.

Skirt Lengths of Fine Dress Goods

Consisting of:

FANCY STRIPED SUITINGS.
SHEPHERD CHECK CLOTHS.
HAIRLINE TAILOR SERGE.
IMPORTED DIAGONAL HOMESPUNS.
TWO-TONE DIAGONAL SUITING.
GRAY MELANGE TAILOR SERGE.
AND NAVY STORM SERGE.

These skirt lengths have from 3 to 4½ yards, and may be purchased to-day at the special prices of

$2.60, $3.00, $3.50, $4.00, $5.00,

per Skirt Length.

A dignified announcement to a dignified clientele. Will not draw a crowd, but will draw approval.—Pittsburg Dispatch.

advertising space must be devoted to keeping the public mind keyed up to the importance of these service and policy features; else, by reason of their common human nature this public may be beguiled by the more flaring announcements of the purveyor of price bargains in the lower scale.

* * *

Store and Window Displays, Signs and Tickets of the "Best" and "Better" Stores

Window displays are as much in evidence and as surely a necessity as an adjunct to the publicity and advertising of the higher class shops as of the less pretentious.

And again, the difference between the grades is sharply manifest along the same lines already adverted to.

Window displays of these shops emphasize the richest of finished merchandise whatever the line; and elegance rather than gaudiness, must be evident in the merchandise and fixtures or accessories.

A single evening gown with a ballroom or opera background, a single hat or two, often afford far greater attractiveness than a dozen, while the suggestiveness of a pair of gloves or a parasol or fan on an adjoining chair or seat may add a touch of smartness.

When a departure from such procedure is taken it must be with merchandise of more mundane character,



Full of price and bargains. Great variety of merchandise advertised. — Minneapolis Tribune.

of more intimate home use. And with lingerie or other merchandise of an intimate personal nature no liberties of display are at all permissible.

Merchandise in the stores of this sort is unobtrusively displayed—no piles, no jumbling, no promiscuity of handling is allowed. As much as possible is hidden from view in cabinets and drawers of simple elegance of architecture, to be shown upon need and at once returned after inspection to careful repose in its original quarters. Show cases follow the same lines as the window displays, affording avenues for suggestion rather than the obtrusive shriek of quantity.

Rush and turmoil are avoided in every possible way. Quiet dignity and order prevail and its infraction is necessarily provocative of censure from some watchful eye or some whispered voice.

The Popular Price Stores

As a separate and distinct mercantile class, the popular price stores may next be considered. These stores are usually fewest in number but at the same time are the most prosperous of all the big department stores. These stores cater ostensibly to the middle class, to people of moderate incomes, whose class characteristic most largely of all is involved in the "keeping up of appearances." This class is very largely insistent upon following the "styles" with a fair degree of fidelity. This class it is that fosters fads and carries them on to their destruction. This class

Take a look through the Busy Basement Store. It will surprise and profit you

Where your dollar does duty

MINNEAPOLIS DRY GOODS CO.

Your money back if not satisfied. A good motto and one that we follow

Our Long Linen Coats Greatly Underpriced

Handsome Garments—Newest Styles—At Figures That Talk



$2.95 $2.95

We are offering this week some wonderful values in Long Linen Coats at---

$2.95
$3.95
$5.00

These coats are made from pure linen in light and medium weights. The models are semi-fitted. Some have long roll or notch collars—others button closely at the neck with round turn-over collars. Most of these coats are plain tailored, but some have the collars faced with rep in contrasting light tones.



$3.95 $3.95

The above illustrations show very well some of the styles, but there are many more to suit you. All these garments are made for wear as well as appearance, and the workmanship is of the highest quality

At These Prices $2.95, $3.95, $5.00 Remarkable Values

Ribbons on Main Floor

We wish to call your attention to one of the largest and best-selected stocks of Fancy Ribbons to be found in any of the large cities of the United States. We don't claim to be the very largest, but we claim there are but a very few stocks in this country showing a larger variety of good ribbons than will be found at our counters.

Our prices we know are right and, remember, we guarantee them always. Good quality ribbons in large variety of most wanted kinds at lowest prices they can be bought for from any section of the country.

Misfit Sale of Rugs Saturday Third Floor

Our carpet workroom has taken over all the odd lengths and left over pieces from our recent rug sale. They have turned out a number of handsome rugs that are beauties. Of course, they are in odd sizes. But you need a carpet for your cottage or that extra room at home, and these few are rare values at these figures.

BRUSSELS RUGS.

6.0x7.6—worth fully $12.50, now $7.50
6.6x7.3—worth fully $11.25, now $7.50
6.9x9.0—worth fully $16.00, now $9.00
8.3x10.6—worth fully $17.50, now $12.75
9.3x10.6—worth fully $18.00, now $13.00
9.0x11.6—worth fully $20.00, now $15.00
9.0x11.10—worth fully $22.50, now $16.50
10.6x10.6—worth fully $25.00, now $18.00
10.6x12.6—worth fully $30.00, now $21.00

WILTON VELVET RUGS.

6.0x9.0—worth fully $17.50, now $12.00
6.9x9.0—worth fully $18.00, now $12.50
9.0x9.0—worth fully $15.00, now $7.00
8.6x9.3—worth fully $19.00, now $13.00
8.3x10.6—worth fully $20.00, now $14.00
9.0x10.6—worth fully $22.50, now $15.00
8.3x10.6—worth fully $25.00, now $16.50
10.6x11.6—worth fully $30.00, now $21.00
10.6x12.3—worth fully $35.00, now $23.00

Another Busy Day in the Busy Basement

Little Things in Linen

Stop at the Basement Linen Counter a moment and you'll be surprised at the many things you need that are so lowly priced. Here on paper we can only tell about one or two. But do not think this is all. We have merely picked out a few items from many.

Turkish Wash Cloths. Full bleached, made of heavy double thread yarn. Special for Saturday, at each 2c

Napkins—Full bleached with fine satin finish, all in handsome patterns. Very special, Saturday price, 6 for 49c

Table Damask—Full bleached, soft finish with handsome patterns. Excellent wearing quality. Special for Saturday, yard 23c

$5 Children's Coats for $1.48

Children's Coats, in short and three-quarter lengths, made of flannel and pique cloth, in plain blue, green and tan. Also in good mixtures. These are worthy garments, and will repay examination. Regular $5.00 values. Special, each $1.48

Look Over These Wash Skirts

Seven-gore Skirts of shrunk cotton and duck, in plain tape, blue and white, also in blue and black with white dots. All are shapely pleated at the bottom. Very special values 98c

Seven-Gore Skirts of shrunk cotton, in plain tan, blue and white. These open at the front. Nicely finished with scallops, buttons and button holes. Special at $1.50

Corsets at 50c and 79c

These corsets are from the hands of well known manufacturers, whose product is standard. Examine the material, examine the sewing and mark the low price.

New Matchless Corsets with medium low bust and long hips; four garters, non-rustable steel boning, trimmed with lace and ribbon; sizes 18 to 24; 75c Corsets for 50c

Extra Special

La Teera and W. T. Corsets of white Coutil, with medium low bust, long hips and back, front and side garters, non-rustable steel boning, trimmed with lace and satin bow, sizes 18 to 26; best $1.00 models we have ever offered for sale 79c

Blankets—Comforts—Pillows

500 White Cotton Crib Blankets—Cut and finished of both ends. With pink or blue border. 32x42 inches. 25c quality, Saturday, each 19c

10-4 gray or tan Cotton Blankets—Our regular 65c quality, special for Saturday, per pair 48c

11-4 Cotton Blankets in white, tan or gray, 66 inches wide. These are especially fine, soft and fleecy. XXX quality, Saturday, per pair $1.00

Silk-line Comforts—Good size and quality. These are filled with white cotton. $1.00 quality, for Saturday, each 85c

Silkoline Comforts—Figured on both sides, and filled with fine white carded cotton, 72x78 inches. Each $1.50

A larger size, 72x84 inches, each $1.75.

Aprons and Petticoats

If you have never seen these goods in our basement store, you have overlooked many money-saving opportunities. It is worth a trip to the store, just to see what we offer. Buy or not—that is your own personal affair.

Aprons—Made of India Linon, with or without bib. Finished with deep hem and ties. Regular 35c goods. Saturday selling at 25c

Wash Petticoats—Made of good quality gingham, in plain colors and stripes. These skirts are finished with tucked flounce and ruffle. Very serviceable. 75c values, Saturday at 50c

A strong presentation for this grade of store. This advertisement in Minneapolis papers should have brought excellent results.

demands that their purchases shall look as well to the untrained and unpractised eye as the finest grades, but pays less sedulous attention to the actual quality beneath the appearance.

But the "Popular Price Store" has a considerable lapping-over patronage from the "best" and "better," and, under the crowding system which lets no avenue of profit escape, also a not inconsiderable lapping over from the "cheap" stores on the next lower round.

As water does not rise above its source, and under the unbending rules of nature seeks and finds its level, so the management of these stores necessarily is a part of this same middle class so far as power of thought and comprehension go, no matter to what extent the accretion of wealth might afford entrance to exclusive social orders. It must be so, in order to achieve and maintain success on this plane. The management must be able to think the thoughts and live the life of those for whom it assumes to furnish the merchandise needs of continued existence: must make its appeal understandingly and sympathetically, or it will soon have difficulty in remaining in its naturally selected sphere of operations.

Price and appearance appeals most strongly to certain groups of this class. Length of service and ruggedness and price appeals to another group. Close adherence to or exaggeration of the accepted styles without the cost of articles of first intrinsic merit appeals to another. An opportunity to "save money," by purchase in advance

A hurriedly prepared ad whose display was left entirely to the printer. It brought results, however, and that is the primary consideration.—San Francisco Call.

Ladies' Home Journal Patterns

O'CONNOR, MOFFATT & CO.

BACK AT OUR OLD LOCATION

A General Clearance Sale in All Departments

Will commence tomorrow morning at 8:30 o'clock. The remarkable scale of reductions made just before midsummer stock-taking and the unusually low prices which will prevail will make our JULY CLEARANCE SALE the most important bargain event of the year. Included in this sale will be: Broken color and size assortments of our very latest styles, remnants, odd lengths and odd lots of the most desirable merchandise at ONE-THIRD and ONE-HALF reductions, at cost and even below cost in order to effect immediate sale.

UNPRECEDENTED SALE OF . . . MILLINERY

The balance of this season's stock of Tailored, Dress, Outing and Untrimmed Hats to be closed out at clearance prices.

Misses' Sailors — All Children's, Misses' and Young Ladies' Sailors, in Jumbo Braid and Java Straw, Fancy and Patent Leather. Values from $1.75 to $4.00 at **$1.00**

Tailored Hats — Our entire stock of Sailors, really to wear and high class Tailored Hats, by Bergesser, Castle, Gage, etc. Values up to $6.00 at **$2.00**

50 Trimmed Hats — Black Hair Braids and White Milan Straws, with handsome trimmings of flowers, foulard, ribbons and plumes, including a selection of Toques and Bonnets. Values up to $10.00 at **$3.00**

Trimmed Hats — The balance of our stock of Trimmed Hats, which sold from $10.00 to $20.00 at ..... **½ Price**

Untrimmed Shapes — All the newest Shapes in Black Chip and Hair, Colored Chip and Leghorn, on sale at ..... **Less Than Cost**

Sale of Flowers

Attractive Clearance Sale Reductions

Lilacs, Natural and White. Roses, large Moss-burns. Bluette Natural Colors. Roses, Silk and Mull. Hydrangeas, Natural. Daisies, Black, Yellow and White. Mignonette, Clusters and Foliage. Foliage, full bunches.

No Black Flowers included.

Clearance Sale of Suits

Special bargains are offered in Women's Wash, Linen and Silk Dresses and Tailored Suits

Wash Dresses	Jumper styles, in shades of Tan. special Sale Values	$3.50
White Rep Dresses	Jumper styles, embroidered on neck, sleeves and belt. Special	$5.00
Blue Gingham Dresses	With white tucked yokes, long sleeves. Sale value	$6.00
Linen Dresses	White and colors. New styles. Regular price $22.50 Reduced to	$15.00
Linen Dresses	Attractive selection of Linen and Lingerie Dresses in white and colors. Regular $25.00 to $35.00. Reduced to	$15.00
Linen Suits	Two and three piece styles. White and colors. Regular $45.00 and $50.00. Reduced to	$25.00
Tailored Suits	Three piece styles. Wool Panamas, Serges and Worsteds. Materials for smart women. Regular $25.00. Reduced to	$15.00
Silk Dresses	Splendid assortment of Silk and Mercerine Dresses. Regular $37.50 to $37.50. Reduced to	$15.00

Many other Clearance Sale Reductions in this department. A slight charge will be made for alterations.

Gloves, Bags and Parasols Reduced

To clear stocks in these departments we offer many special bargains:

Hand Bags

$2.50 Black Patent Stock at $1.75
$3.00 Cowhide Stock at $2.25
$3.75 Embossed Leather at $2.50
$4.00 Fancy and plain Leather at $2.75
$5.00 Real Seal at $3.50
All Odd Bags, values up to $20—half price.

Parasols 1-4 to 1-2 Reduction on entire stock.

Gloves

$1.25 Chamois Gloves at 89c
$1.25 P. K. Mocha, sizes 6 to 7 only 89c
$1.50 Silk Gloves, 12 button length 89c

IMPORTED GLOVES

$3.50 Kid, 12 button length $1.98
$4.00 Doeskin, 12 button length $1.98

Belts Kid and Calf. Regular 85c, 75c and 65c values, at 45c

28,000 Yards of WASH GOODS

At ⅓, ½ and ⅔ Reductions

FOUR SPLENDID GROUPS

At 6¼c, 10c, 15c and 25c a yard

At 6¼c yard

3,500 yards of such desirable sheer effects as Organdies, Mulls, Voiles, etc., in assorted designs and colorings. Regular prices up to 25c yard

At 10c yard

15c Hydegrade Crestan Cloth; assorted patterns; 34 inches wide.

15c Domestic Percales; light and dark colors with borders.

15c Batiste; light, medium and dark colorings; 30 inches wide.

20c Cotton Challie; cream and dark ground; 32 inches wide.

20c Mercerized Gingham; imported, checks and plaids; 27 inches wide.

At 15c yard

25c White Mercerized, in neat stripes, dots and figures.

25c Japanese Crepe, in plaids and stripes. 30 inches wide.

25c Real Irish Dimities; assorted patterns, 27 inches wide.

25c Imported Zephyr Ginghams; mostly tartan plaids; 32 inches wide.

25c Mosaic Cloth; light blue, navy and black only; half wool; 36 inches wide

At 25c yard

35c Pongee Linen; solid colors, stripes and plaids; 27 inches wide.

35c Silk Poplins or Ballenese; light and dark colorings; 36 inches wide.

35c Half Silk Louisine; in solid colors only; 27 inches wide.

35c French Embroidered Swisses; dark and evening shades; 27 inches wide.

35c and 40c Novelty Fabrics; in silk and cotton, 27 inches wide.



Dress Goods Below Cost

Two extraordinary values in high class summer wool fabrics, all of light colorings, on sale at less than cost to close out.

54-in. $2.00 and $2.50 Imported Voiles, in Pastel Color Checks; Alpaca in-Plaid, Colored Shepherd Checks, Plaid Check Batistes—all of superior quality and good styles to be closed out at, per yard **35c**

54-in. $2.75 and $3.00 Imported Novelty Suitings, in Pastel Color Checks, up to 60 inches wide in Fancy Plaids and Checks. Superb materials for striped summer tailored Suits—to be closed out at, per yard **75c**

All Dress Goods Remnants at Cost, and Less Than Cost.

Silks at Clearance Prices

Three popular silk weaves on sale Monday morning at attractive reductions:

Rough Weaves Similar to Ralsh and Mirage in plain and Satin stripes, 24 and 27 inches wide. Good variety of colors, not including Natural and Black. Reduced from $1.25 a yard to. **75c**

Shantung Pongee The grader Chinese silk pure Silk of extra quality, 24 inches wide. Reduced from $1.35 a yard to **85c**

Shower Proof Foulards

All broken color assortments of Cheney Bros.' Shower Proof Foulards on sale at the following reductions:

85c and $1.00 quality reduced to..... 50c yard
$1.25 best quality, a few patterns only, reduced to..... 89c yard

Silk Remnants 75c and Fancy Silks, 1 to 3 yard lengths, at 50c; values 75c to $1 sold at ..... **½ Regular Remnant Prices**

Muslin Underwear, Waists, Etc.

Specially attractive bargains in mussed, slightly soiled and broken lots of Cambric, Muslin and Nainsook undergarments, prettily trimmed with Val. lace and fine Swiss embroideries.

GOWNS		SKIRTS		DRAWERS		CORSET COVERS	
$1.00 Gowns at	79c	$1.75 Skirts at	$1.25	50c Drawers at	39c	50c Covers at	39c
$1.25 Gowns at	$1.00	$2.00 Skirts at	$1.50	$1.00 Drawers at	75c	$1.00 Covers at	75c
$1.50 Gowns at	$1.25	$2.50 Skirts at	$1.75	$1.25 Drawers at	$1.00	$1.25 Covers at	$1.00
$2.00 Gowns at	$1.50	$3.00 Skirts at	$2.25	$1.50 Drawers at	$1.25	$1.50 Covers at	$1.25

CHEMISETTES

Splendid styles in 2 and 3 piece combinations.

$1.25 Combinations at	89c	$2.50 Combinations at	$1.89
$2.00 Combinations at	$1.50	$3.00 Combinations at	$2.25

Lingerie Waists	11 Dozen Mull, Lawn and Embroidered Linen Waists in latest styles	$1.25 Waists at	$0.89
		$1.50 Waists at	$1.00
Princess Slips	Lawn and Mull in Pink and Blue with Val. lace trimmings, reduced	$2.25 quality at	$1.50
		$3.50 quality at	$2.50
Alpaca Skirts	Black and white checks, deep tailored flounce and dust ruffle, reduced	$4.50 Skirts at	$3.00

MANY IMPORTANT REDUCTIONS IN EMBROIDERIES, LACES, VEILINGS, FANCY RIBBONS AND HOSIERY

of actual need, or in prospect of the needs of another season has its forceful side to some.

All of these and other money-spending impulses must be intuitively familiar not only to the general management, but must be as thoroughly understood by the subordinate heads of departments—the buyers and department managers upon whose correct interpretation of these impulses in their buying and merchandise-moving operations must largely depend their success in profitably handling the departments entrusted to their supervision.

The Popular Price Store's Advertising

must naturally follow these same lines if it would first attract, and then hold the confidence of the store's actual and possible clientele. The advertiser who correctly interprets these trade-winning and trade-holding essentials—these money-spending impulses—into the store's advertising, unfalteringly and without being sidetracked by the many temptations to deviate therefrom, is an invaluable wheel in the mechanism of the management of these stores.

And it is the failure of the advertiser thoroughly to understand his public, or the failure of the management thoroughly to understand its public and to stand in the way of any deviation from the proper spirit of the advertising, that oftener in this class of stores than in any other minimizes the effectiveness of the advertising and diminishes its productiveness.

GRAND-LEADER

Silva, Baer & Fuller Dry Goods Co.

Annual Sale of FURS

AS announced in yesterday morning's papers, we herewith publish a partial list of the extraordinary Fur values we are offering in our annual sale of Women's and Misses' Outergarments. You will note that you are given an opportunity to save about a third of the usual price for the highest grade of the most dependable furs.

In view of the fact that Furs are very appropriate for Christmas gifts the opportunity will be gladly welcomed:



$65.00 Black Russian Pony Coats, made of good quality French-dyed ponyskins; 50 inches long; shawl collar and cuffs; satin lined; special at **$39.75.**

$79.50 Black Caracul Coats, of fine Leipsic-dyed skins; full length; shawl collar and cuffs; fancy silk lining; special at **$49.75.**

$90.00 French Seal Coats, of best quality French-dyed skins; long rolling shawl collar and cuffs; plain or brocade lining; 52 inches long; special at **$69.75.**

$125.00 Black Russian Pony Coats, of fine, flat skins; with handsome large, black fox rolling collar; fancy two-toned silk lining; full 52 inches long; special at **$79.50.**

$195.00 Hudson Seal Coat of best quality foreign-dyed skins; full length; shawl collar and cuffs; handsome brocade lining; at **$135.00.**

$20.00 Black Russian Lynx Sets, made of fine silk skins; large cape-shape collar attractively trimmed with twenty-six tails; Skinner satin lined; large Pillow Muff to match, at **$10.95.**

$24.75 Blue Wolf Sets are priced in this sale **$18.50**
$39.75 Sable Fox Sets are priced in this sale **$24.75**
$35.00 Black Wolf Sets are priced in this sale **$29.75**
$45.00 Black Marten Sets are priced in this sale **$39.75**
$75. 0 Pointed Fox Sets are priced in this sale **$49.75**
$57.50 Black Lynx Scarfs are priced in this sale **$39.75**
$55.00 Black Lynx Muffs are priced in this sale **$39.75**
$57.50 Natural Mink Scarfs are priced in this sale **$42.50**
$55.00 Natural Mink Muffs are priced in this sale **$39.75**

[Third Floor]

Important Sale of Boxed Hosiery

THIS morning we will place on sale a special purchase of fifty cases of Women's Fine Hosiery. They are of fine gauge lisle and silk lisle, made with pure linen splicing, which insures durability, and they are guaranteed to give you absolute satisfaction. Any pair that does not do so will be immediately replaced by a new pair. They will be sold only in boxes, at prices ranging from 35c to $1.50 box of half dozen, less than regular. This saving is very substantial in view of the fact that the most desirable Women's Hose are included.

WOMEN'S Fine Quality Black Silk Lisle Hose; good wearing; linen spliced soles, heels and toes; double garter tops; box of six pairs; worth $3, on sale at **$2.00.**

WOMEN'S Extra Fine Quality Silk Lisle Hose, in black and tan; double garter tops and soles; high spliced heels; box six pairs; worth $3.00, on sale at **$2.00.**

WOMEN'S Fine Silk Lisle Hose, in black only; linen spliced soles, heels and toes; 4-inch double garter tops; box of six pairs; worth $2.50, on sale at **$1.75.**

WOMEN'S Medium weight Black Silk Lisle Hose; reinforced soles, heels and toes; an excellent wearing hose; box of six pairs; worth $2.00 for **$1.50.**

WOMEN'S Medium Weight Black Cotton Hose; unbleached linen spliced soles; box of six pairs; worth $2.00, on sale at **$1.50.**

WOMEN'S Medium Weight Fine Cotton Hose, in black only; linen spliced soles, heels and toes; box of six pairs; worth $1.50, on sale at **$1.15.**

This is a well arranged advertisement which displays a large number of items with no effect of overcrowding.

The management, not studiously mindful of the differences in the character of clientele to whom the house is making its appeal, often chafes under the clearly apparent difference in the tone of his advertising, which he wrongly interprets as inferior, and makes unreasonable demands that the more dignified and "classy" style of the "best" and "better" stores be followed. If his demand is complied with, as it often is, the gradual return of the advertising to its natural level affords an amusing object lesson to those who may have watched the flights of his ambition; or if persisted in for any length of time it affords even more complacent satisfaction to his competitor in the "cheap" store, who is winning away his patrons.

The "Popular Price Stores" are the heaviest advertisers in all the big cities. And to this fact is due the criticism which the modern army of critics, themselves largely unschooled in the philosophy which underlies business practice and still more largely inexperienced in the actual work underlying a big store's advertising, apply to the mass of department store advertising. They denominate it "monotonous, superficial and lacking in individuality," all of which is true. But the grotesqueness of the remedies they would apply to correct this "monotony, superficiality and lack of individuality," are a source of never-ending mirth to the actual workers, who are witnesses of many attempts in this direction.

The very fact of the almost unbroken "monotony, superficiality and lack of individuality" of the advertising of the popular price stores is the best evidence that store

The White House

ENTRANCES

GRANT AVENUE SUTTER STREET POST STREET

NOVELTY JEWELRY and SILVERWARE

FOR

THE HOLIDAY SEASON

IS NOW READY FOR INSPECTION

CONSISTING OF VANITY BOXES, LAVALLIERES, PENDANTS, LORGNETTE CHAINS, DROP EARRINGS, MESH BAGS IN STERLING, GERMAN SILVER AND FRENCH GILT. CUT STEEL AND JET JEWELRY, DOG COLLARS, HAT PINS, FANCY COMBS, BARRETTES AND PUFF PINS

ALSO A SPECIAL LINE OF SILVER ENAMEL BONBON BOXES, POWDER BOXES AND VANITIES MANUFACTURED IN EUROPE EXPRESSLY FOR THE WHITE HOUSE. COMPLETE ASSORTMENT OF STERLING SILVER TOILET WARE AND NOVELTIES

REAL CORAL PENDANTS, FRENCH GILT MOUNTINGS, SPECIALLY PRICED AT **$1.50**

Raphael Weill & Co. Inc.

SUTTER, GRANT AVE. AND POST STS.

That inspection "consists of vanity boxes, Lavallieres, etc.," is information. Otherwise the ad bears the stamp of a store of quality.—San Francisco Call.

management and advertising management, both, have a very fair understanding of their public, and are working harmoniously along the lines best calculated to "hold their own."

To the initiated, however, it is further evidence that these stores are practically unanimous in their attitude toward the maintenance of their advertising departments, and that this attitude is destructive of originality, forbids the entrance of personality and deviation from the beaten track, and compels adherence to the lines requiring least mental and most physical effort.

It may seem paradoxical, and outsiders may think the statement cannot be true; but it is a fact, nevertheless, that, on the part of many proprietors, there is feeling akin to peevishness toward the entire advertising organization, which results in an attitude of semi-hostility toward the advertising manager. While they may not have analyzed it nor have been able to voice their recognition of it, numberless ad men who have had to deal with the proprietors and general managers of department stores will at once recognize the truth of this statement.

And this attitude of semi-hostility is not unnatural. What is surprising about it is the fact that the vast growth of these stores has not served materially to change this attitude. It is easily susceptible of proof, however, that this antagonistic attitude is directly responsible for the "monotony, superficiality and lack of individuality" of the advertising we see done in the daily newspapers, and this same attitude is responsible for the continuance



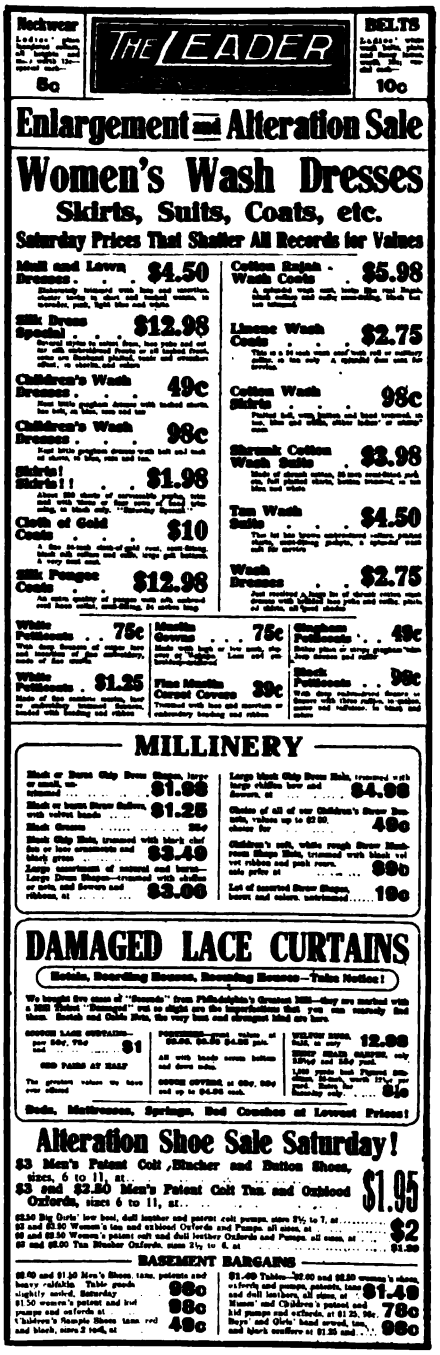
"The greatest bargains ever given" come so often that all superlatives have lost much of their advertising efficiency. The statement, it will be observed, is limitless. This advertisement contains a great deal of selling talk for a large variety of merchandise.—Philadelphia Record.

of disorganized and haphazard endeavor in the entire work of the advertising department.

The reason for saying that this semi-hostile attitude of the management toward the advertiser **is natural** compels reference to a former statement, that the originators of nearly all of the big retail stores were peddlers. Entirely unlettered, but with a shrewd, keen insight into human nature, and especially human frailties, these originators no doubt felt that it was a stricture upon their intelligence when the growth of business and the needs of the advertising service made it necessary to engage someone to whip their own attempts at copymaking into something like readable shape. For the man to whom they were obliged to pay good, real money, just to make up for their own lack of education, they probably entertained a genuine hatred. And every dollar they paid him was paid reluctantly and grudgingly.

You must remember that this advertising, like the establishment, is a growth. At first a likely clerk was called in to help, and not until it became imperatively necessary, by reason of volume of work entailed, was it considered advisable to have a single individual spend his entire time at it, and to draw a weekly pay envelope based on such a simple thing as writing ads.

Yet, as before shown, the really remarkable thing about this attitude is the fact that, notwithstanding the tremendous increase in advertising expenditure, in many cases running from a quarter million dollars to a half million dollars annually, this attitude of semi-hostility is



Advertisement of a bargain store to reach the populace. The Saturday prices are a little bombastic, but if the values are given the store should do a big business on this advertisement.—Minneapolis Tribune.

still manifested by succeeding generations of managers and owners. It exists in the majority of "Popular Priced Stores" and in practically every one of the "cheap" stores.

If you would seek ocular evidence of the truth of this statement, it might be interesting to visit the ad men of these stores in their workrooms. In a vast majority of cases you would find their working quarters dirty, ill kept, uncleaned, with tumble-down furniture, bequeathed to the ad man when it became too unsightly for use in the offices of the management—rooms often hardly large enough to permit elbow room, with the naturally attendant disorder that characterizes unorganized work. These surroundings are necessarily a bar to thought, to brain work, to imagination, to self-respect. The work turned out of such a workshop could hardly be expected to be other than "monotonous, superficial and lacking in individuality."

But further causes contribute to this same end. This same attitude of disrespect for, or semi-antagonism to, the advertising personnel causes parsimony in its remuneration. The management is at least willing if not eager to give the most illiterate buyer or department manager a share of the profits his department may show at the end of each fiscal year. It can compute the business done by, and the stock on hand in, each department and can figure to a cent what profit this department has made. But, whether the advertising has been ten thousand dollars or a quarter of a million, the adman can show no dollars and cents difference between the goods he has bought and the

Reductions Are the Order of the Day During This Series of June Sales

Elaborate Colored Post Cards 3c Dozen

Just bought the entire remaining lines from a well known publisher. Thousands of subjects—views, comics, birthday and flower cards, originally sold at 2 for 5c.



DOUBLE STAMPS GIVEN EVERY MORNING

Liquor Items for Today

Port, Sherry, Angelica and Blackberry. Regular 25c sweet wines. Special, bottle **15c**

Wicklow Rye—Straight whisky. Regular 75c. Two bottles $1.00; bottle **55c**

A Stirring Sale of Bedding That Means Much to the Economical Housewife—All Low Priced Grades

Regular 10c Pillow Cases, now **6¼c**

Regular 12½c and 15c Pillow Cases—Special lines at **10c**

Regular 39c Bleached Sheets (one piece), now **33c**

Regular 69c One-Piece Sheets, now **49c**

Regular 75c Feather Pillows, repriced each **45c**

Regular $1.15 Comforters—just what is required for taking into the country, now **79c**

Regular $1.25 Feather Pillows, also, suitable for the country, now **75c**

Serviceable Double Bed Blankets—now, pair **$1.00**

Regular Double Bed Size Comforters, worth $1.65, now **$1.10**

Regular $1.45 White Bedspreads, repriced now at **95c**

Large White Bath Towels, now **15c**

Regular 10c Face Towels offered at **7c**

Fringed Damask Napkins, suitable for the country, special, each **3c**

Heavy Satin-Finish Table Damask, specially priced at, yard **25c**

Turkey Red Table Cloths—10-4 size, fringed all around, each **50c**

Bath Towels—200 dozen offered on special sale, regular 15c grades, now **10c**

Wool Finished Blankets—exactly what you require for vacation; some for as little as, pair **75c**

Others—larger and heavier grades, at pair, $1.50 and **$1.25**

Single Blankets—some for as little as **25c**

Crib Blankets—with quaint decorations of rabbits, ducks, teddy bears, etc **49c**

Prices Continue at About HALF in the Sale of Women's Wash Suits and Dresses

OUR most sanguine hopes were realized when we found we could secure this huge collection of Women's Wash Dresses at the price we got them for. Bought them at a season when the manufacturer's business is practically at a standstill, when radical sacrifices are frequently made to dispose of goods on hand. There must be twenty different models in the lot—and each is a distinct beauty. They are the kind that merit the attention of every woman for their style, workmanship, material and value. Lawns, Dimities, French Percales, Rachet Cloths, Chambrays, Ginghams and Linens.

$1.98, $2.48, $3.98 and $4.98

Children's Dresses Reduced

Infants' and Children's Rompers—Of sturdy chambrays and ginghams, mostly in solid pink, tan and blue, though some are in stripes. Ages 1 to 6 years. Always 50c. Today's special **29c**

Infants' Long and Short Slips—Effectively trimmed with embroidery yokes and edging. Always 75c. Special **48c**

Of Course You Need a Parasol A Lot of Samples at HALF PRICE



THE most captivating color combination—fascinating two-tone effects, some in plaids and dotted silks; all with smart long handles, and ranging in worth to $8.00. Materials are pongee, fancy linen and silk Dresden. Prices—

89c to $3.98

Women's 10c Handkerchiefs Now 6c

A special lot which ordinarily brings 10c. Mostly plain, though some have fancy borders. All with ¼-inch hem. Just the thing to lose on your vacation.

Sheer Shamrock Lawn Handkerchiefs, with neat embroidered corners, of serviceable materials and worth 15c each. Special today **9c**

Washable Black and Zig-Zag Ribbons, used for underwear and corset covers. Half bolts now **10c**

What This Sale of Boys' Vacation Togs Means to Mothers

Wash Suits—Happily for you, at the very outset of the vacation season, we have inaugurated a reduction in price, making garments of this kind just one-third less than their former low prices. They are now $1.15, 95c, 69c and **39c**

Boys' Long Khaki Pants—For rough and Sunday use. Of good sturdy quality. Ages 7 to 18 years. We have 40 pairs to sell at **75c**

Boys' Cowboy Khaki Suits—Trimmed with brass buttons and red braid. Pants with belt and suspenders. Ages 4 to 12 years only. Regular $1.15 values, repriced at **98c**

Boys' Vacation Blouses—Of checked and striped cheviots; cut full and well made. Ages 4 to 15 years. Regular price 35c, now **19c**

"Mothers' Friend" Laundried Waists—With detachable collars and waist-band. A standard make, always 75c, special **39c**

Boys' and Children's Hats and Caps—A miscellaneous collection, worth from 25c to 50c. While they last **10c**

Boys' Khaki Hats—Some with green brims, all sizes **20c**

DRUG SUNDRIES

Full pint, 25c size, Peroxide of Hydrogen **17c**

25c pint, full pint, Violet Brilliantine **17c**

25c size, Bromo Seltzer, today **15c**

25c size Doctor Lyons' Tooth Powder now **12c**

Pink and Green Toilet Soap, two cakes **25c**

Ayer's Hair Vigor **26c**

Pyramid Dentifrice **25c**

10c size of most Powder Puffs, worth to 15c, now **10c**

Imported Tooth Brushes, worth to 15c, now **9c**

Talcum Powder, large can **5c**

50c Imported French Face Powder **25c**

5 dozen Ebony Boards in package **5c**

6c Wash Rags ..... **2 for 5c**

These Are the Vacation Shoes You Need—Only 98c



NO WOMAN in San Francisco but that will have occasion to use just such footwear as this at some time or other this summer. Exactly what you require for Sunday's outings and for vacation. Turned soles and Cuban heels, in gray and brown canvas. Regular $1.25 values.

Curtains—More to Sell At $1.25

They are three yards long, from 45 to 60 inches wide and come in white, ecru and Arabian, in handsome plain center, Bornmberg and Cluny effects. It will be impossible for you to find better low priced grades. Suitable for your summer cottage or for use at home. Regular $2.00 values.

The name plate might be clearer. An Old English name plate is typographically out of place for a "Gothic display house."—San Francisco Call.

goods he has sold. Hence he is generally consigned to the category of "dead help," by which the nonproducing employes are known, and is denied all participation in profits or recognition as a factor in increased volume of business.

Again, this semi-hostile attitude is evident in unwillingness and refusal to take cognizance of the possibilities in a powerful organization, and in the close, keen analysis and use of all avenues for business promotion. Once regarded as "dead help," there is slim chance for the advertiser to surround himself with sufficiently numerous or sufficiently intelligent assistants and clerks to get through with the vast volume of work required in any way better than the most perfunctory manner. The advertiser is pushed and crowded to limits of physical endurance from early morning, often until late into the night. A myriad details that could have been profitably looked after by subordinates must, by reason of the lack of subordinates, be performed by the ad man himself. Nor is there time for discriminative weighing of contributory facts and conditions upon which the copy might best be based. Newspapers, in which the bulk of this advertising appears, have an unfortunate habit of going to press at a stipulated time, of requiring copy at a stipulated time, of requiring release of proofs at a stipulated time. And the copy and the proofs and the release MUST be on time—every day.

The resultant conditions are inevitable. The general management usurps the authority to declare how much advertising shall be done, where it shall appear and how



The effectiveness of white lettering on a black background is often questioned, but in this case it gives a strong display.—St. Paul Dispatch.

it shall be divided between the departments, with sole reference to the showing of such departments from day to day. Continuity of idea and constructive campaigning are entirely disregarded. Decisions are held up often until the last minute, and even later an unexpected or previously unconsidered exigency may call for the issuance of orders entirely to undo and remodel the day's work, although that may entail a night session of the advertiser and his entire force.

When it is remembered that after he has his orders from the management the real work of the advertiser begins; that thereupon he must marshal his resources for the collection of data, the making of illustrations, the assembling of many units out of which he must rapidly manufacture a presentable entity in the way of an ad, one is led to marvel at the capacity for work, for physical endurance and nerve resistance of the victim of this crowding policy, and admiration rather than criticism would be the at least comforting if intangible reward of the often unwilling and self-critical producer of this mass of "monotonous, superficial and lacking-in-individuality" advertising.

It must be borne in mind, that this is no criticism. This article is purely an analysis and exposition of Department Store Advertising as it is. This exposition is not fault-finding, but being an analysis, fairly and impartially disclosed, will serve its own purposes of suggestion to those who give it intelligent consideration.



Would be clearer with less heavy lines, which, in conjunction with numerous small cuts, makes the advertisement appear overcrowded. However, considering the great amount of copy handled, this ad should have brought good results.—St. Paul Dispatch.

Mail Orders Filled on All Advertised Bargains Through Wells or Penny Ends

The Golden Rule

SEVENTH, EIGHTH, MINNESOTA & ROBERT STS.

The Greatest of all January White Sales

Started here this morning at 8:30 sharp, and judged by the crowds in attendance from the opening until noontime all records of all sales in St. Paul and vicinity have been left far behind.

ITS SUCCESS IS DUE ENTIRELY TO THE PHENOMENAL VALUES GIVEN

These wonderful values have been made possible by our having had this sale in mind for the past six months and by our taking advantage of every merchandising opportunity presented.

Dainty Undermuslins Attractively Priced

This annual event comprising as it does the most complete selection of new undermuslins will be picturesquely inviting to all admirers of daintiness, newness and worth. Every effort of previous seasons has been outdone. The snowy beauty of these garments of fine nainsook, cambric and muslin trimmed with serviceable laces and embroideries will instantly win every woman's admiration because of their correct fitting qualities and excellent workmanship. The exceptionally low prices will surely be a surprise to every woman who knows values—while the variety is marvelous—embracing hundreds of styles of the whitest, finest and daintiest garments from the world's best makers. By all means give yourself the pleasure of attending and profiting by this event.

Special January Sale Prices

On the previous days of January's best sellers.

Night Gowns

35c · 59c · 79c · $1.00 · $1.35

White Petticoats

79c · $1.00 · $1.35 · $1.95 · $2.69

Women's Drawers

15c · 25c · 37c · 59c

20c, 35c, 75c, 85c, $1.25 — 20c, 35c and 50c

Princess Slips

50c and $1.25

Short Underskirts

50c, 75c and 98c

Corset Covers — **Long Chemise** — **Combination Garments**

Extra Size Garments Made Especially for Corpulent Figures



French Hand Emb'd Lingerie

At extraordinarily low prices in this great sale.

55c · 69c · 98c · $1.50 · $1.50 · $1.95

$3.50 · 98c · 69c · $1.39 · $1.95 · $3.50

French Hand-Embroidered Underwear Samples

The Leona 3-Piece Combination Garment

$1.45

Over 5,000 Dainty Pieces of Manufacturers' Samples at About One-Half Price!

The variety is immense — embracing complete sample lines of nine of America's best makers.

It is next to impossible to find lingerie that is more carefully, daintily and smartly trimmed than many of the most wonderful collection of samples. A fact that we most earnestly wish to impress upon the minds of the readers of the Twin Cities that it is positively better than any underwear sale that we have ever had previously, when you see them, will appeal to you.

Sample Night Gowns and Petticoats — *Sample Drawers* — *Sample Corset Covers* — *Sample Combinations* — *Sample Chemise* — *Sample Princess Slips*

Snowy White Linens at Very Special Prices

Our linen sale offers price inducements unequaled by any of its predecessors, and judging from the present market conditions there is no doubt as to the advisability of prudent housekeepers laying in a supply now. The Table Cloths—the Damasks—the Napkins—the Towels—the Bedspreads—the Towelings, are of far better grades, finer textures and of more beautiful designs than those offered during previous sales and only the most famous and reliable makers find representation here.

Our prices during this sale are from ONE-HALF TO ONE-THIRD LESS than they will be during any other month of 1910—and

REDUCTIONS PREVAIL ON EVERY ARTICLE THROUGHOUT THIS GREAT DEPARTMENT!

Pattern Table Cloths

Sample Table Cloths, Nearly Half Price

Hemstitched and Mercerized Cloths

59c · 89c · $1.19

Sun Bleach'd White Goods

$1.10 · $1.89

Exceptional Towel Bargains

5c · 10c · 15c · 19c · 25c · 8c

Towelings and Crashes

7c · 9c · 12½c · 15c · 19c · 25c

Cheviots Finish Longcloth

Table Padding and Table Pads

21c · 35c · 49c

Linen Sheetings, Made by J. R. Robertshaw, Sons & Co., Belfast

65c · 75c



Bleached Napkins

Mercerized Napkins — $7.50

Unbleached Napkins — *Hemmed Napkins* — 85c

Table Damask by the Yard

48c · $1.33 · 64c · 89c · 37c · $1.10 · 50c

Wash Cloths — *Fancy Linens*

3½c

Bedspreads in an Immense Variety of Styles

Hemmed Bedspreads — *Fringed Bedspreads*

Extra Heavy Bedspreads

Fancy Huck Toweling — *Bleached Linens*

23c

Special January Sale of Petticoats

Such values as these are sure to draw thousands of appreciative buyers to our newly enlarged Petticoat section as soon as their merits become known. It is like buying the materials and having the work done for—in fact, in many cases, you can hardly buy the materials at present prices for what you pay here for the made garment. Get your share of these bargains.

Sale continues Tuesday morning at 8:30.

Rustling Taffeta Silk Petticoats

$2.69

Messy Taffeta Petticoats

$3.45

Extra Fine Silk Petticoats

$4.75



Heatherbloom Petticoats

$1.25 · $1.50 · $1.79

Sateen and Moreen Petticoats

50c · 79c · 98c · $1.50

Extra Fine Petticoats

98c · $1.50 · $1.95 · $4.35

Wash Petticoats

50c · 69c · 85c · $5.85

Our January Clearance Sale

of Cloaks, Suits, Furs and Millinery

Will Be at its Best the Coming Week.

Delayed shipments from two leading manufacturers will enable us to present full and complete assortments of styles and sizes for you to choose from Tuesday.

Every Garment Has Been Reduced, Regardless of Cost or Value

You Owe It to Yourself to Get First Choice.

Muslin Sheetings, Sheets and Pillowcases

At this time we cannot resist the temptation to repeat what we have often said before, that the Golden Rule always had and always expects to give you the very best merchandise that the world's markets afford at the lowest possible prices. In no way is this more true than in these lines of muslin sheetings, sheets and pillowcases. We have a very large stock of all kinds of supplies in demand this time. These goods are worth 50 per cent more today, but we are, as usual, giving the benefit of tremendous purchasing power direct to you.

Bleached Muslin — *Unbleached Muslin* — *Sheetings and Cottons* — *Mercerized Cambrics*

10c · 12½c · 15c

Sheets

39c · 48c · 55c · 89c

Pillowcases

10c · 14c · 17½c · 25c · 15c

January Sale of Domestic Wash Goods, Flannels and Bedding

The type display announcing a January clearance sale at the bottom of this advertisement is much more effective than the headlines and stands out, in reality, more than the ad itself.—St. Paul Pioneer Press.

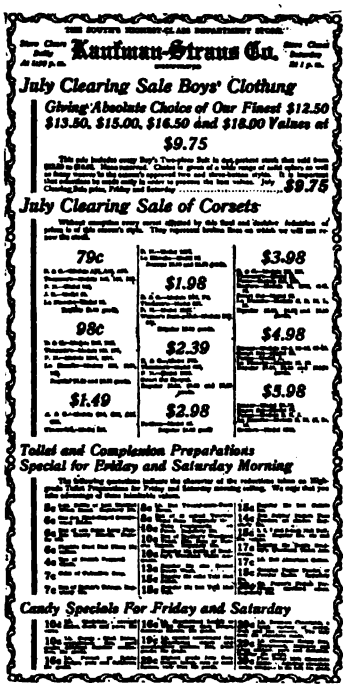
Mediocrity Is the Keynote of the Popular Priced Stores

It cannot be otherwise when it is remembered that mediocrity is the general characteristic of the classes of the community which it serves.

Mediocrity of merchandise, mediocrity of prices, mediocrity of interior outfitting and displays, mediocrity of store service and shopping comforts, mediocrity of governing intelligence, mediocrity of subordinate personnel, all faithfully mirrored in mediocrity of advertising.

It is absolutely necessary to understand this fact. The advertiser who understands this and builds his advertising on an intelligent understanding of the conditions will get surer results than the advertiser who would make his advertising better than its environment, leading his public to expect more than the environment is capable of delivering. And this latter is a fault often discernible in the advertising of the Popular Price Store. Failure to recognize this condition often leads to overstatement of the real excellences of the establishment. Such overstatements lead the public to expect more than it receives in niceties of service and quality of merchandise. And such general overstatement is more quickly recognized for what it is by the public than other faults which may creep into the advertising.

Candor, like honesty, is the best advertising policy, and in the case of the Popular Price Store, candor should be obvious—should be as strong a characteristic as is refine-



Kaufman-Straus Co.

July Clearing Sale Boys' Clothing

Giving Absolute Choice of Our Finest $12.50 $13.50, $15.00, $16.50 and $18.00 Values at

$9.75

$9.75

July Clearing Sale of Corsets

79c $1.98 $3.98

98c $2.39 $4.98

$1.49 $2.98 $5.98

Toilet and Complexion Preparations Special for Friday and Saturday Morning

Candy Specials For Friday and Saturday

A neatly arranged advertisement which should have produced sales.—Louisville Times.



Golden Rule Store

10,000 Yards Sheerest Summer Wash Goods

Vast Assortments In White and Colors

On Sale Today and Wednesday

A Few Examples of the Many Stupendous Bargains.

2,000 Yards Famous Seco Silks

25c A YARD

1,000 Yards of Sheer White Goods

10c

1,500 Yards of Sheer Mercerized Colored Novelty Wash Goods

19c

1,000 Yards of White Mercerized Batiste

12½c

Women's Leather Handbags

Leather Handbags 39c

Leather Handbags 49c

Leather Handbags 98c

Golden Rule Store

Small space used to good advantage to advertise a special sale. —St. Paul Daily News.

ment in the "better" and "best" store, or as is the price bargain in the "cheap" store which we may now consider.

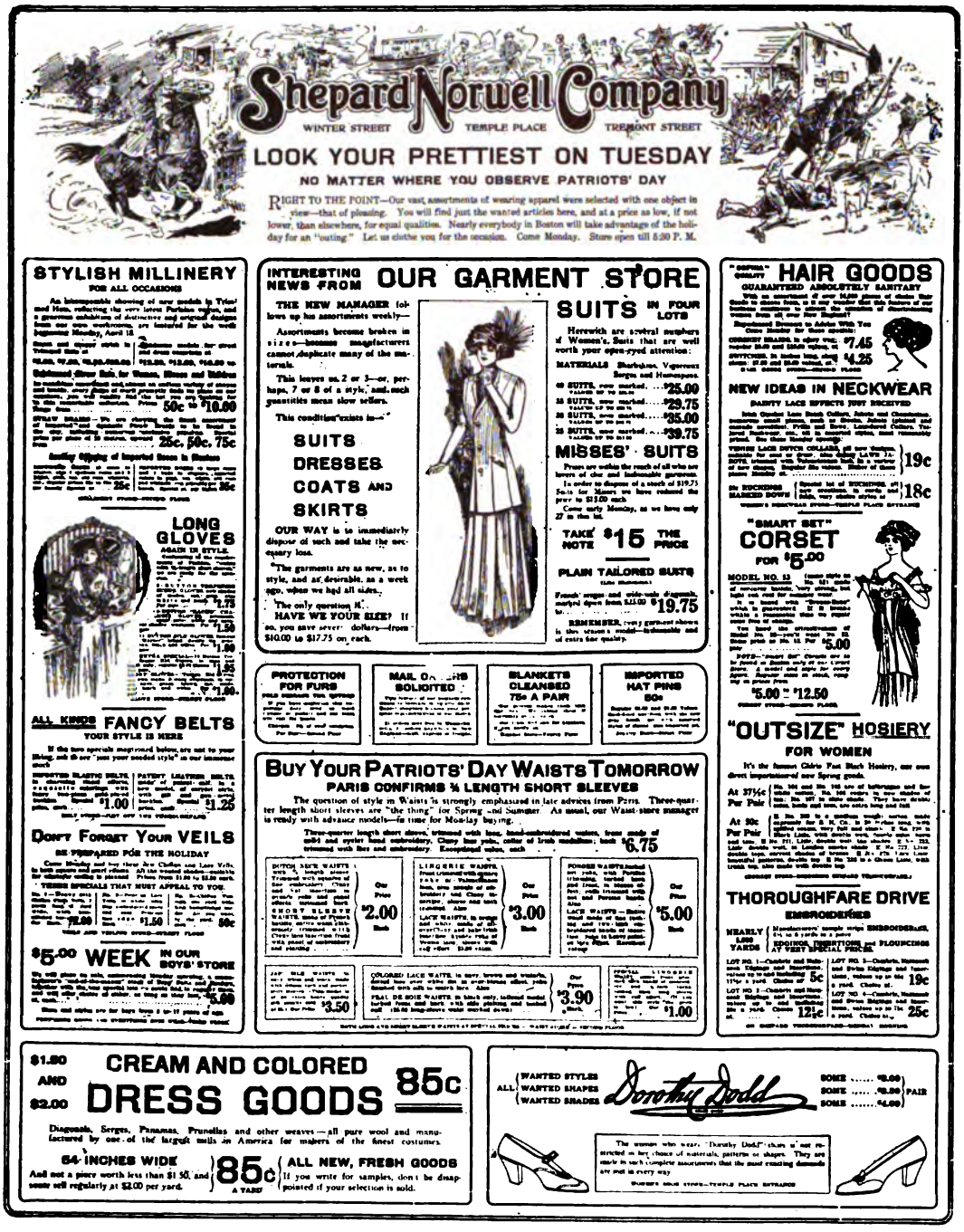
The Cheap Store Is Entitled to Equal Respect with the Best

Too much emphasis can hardly be given the assertion that, when capably and properly occupying its proper sphere, the "cheap" store is entitled to the same measure of respect that is accorded to any other class of store, any other institution or organization, or to any individual, sanely and squarely meeting the duties and doing the work environment prescribes.

Emphasis should be laid on this fact, because there is a widespread disposition among unthinking advertising critics to pour contempt upon the "cheap store," with its "cheap merchandise" and its "cheap advertising."

Price is a primal consideration of all that enters into the cost of living with 75 per cent of the entire population, because 75 per cent of the families of the United States must provide for all their needs from incomes of less than $3,000 a year, and 55 per cent of the families of the United States have less than $1,800 a year with which to meet all the exigencies of living and dying; and more than 30 per cent of all families must live on $15 a week or less.

It is small wonder, then, that department stores catering to this 30 per cent or 55 per cent or 75 per cent of all the families outnumber the stores of the higher classes two or three to one, and that their advertising, largely



Featured by an attractive heading justified by a special occasion and affording a pleasant relief from the usual department store advertising.—The Boston Globe.

dominating the pages of certain classes of newspapers, attracts the attention of those who read these papers for other reasons as well as of those who read them for the ads.

Those who deride this advertising because it is "cheap" simply convict themselves of thoughtlessness, and if they are advertising men they convict themselves of ignorance of its principles as well.

To cater to the wants of 75 per cent of all the people, notwithstanding their incomes are meager, devolves upon someone—just as surely as to cater to the wants of 25 per cent of the people who are more affluent devolves upon someone.

And he who honestly meets the needs of the laborer at $1.50 a day, or the clerk at $2.00 a day, or the mechanic at $3.00 a day, is as worthy of respect as he who caters to their more fortunate brethren of greater means.

So long as their advertising is truthful; so long as they avoid "faking" and misrepresentation; so long as they really give a bigger dollar's worth for a dollar, or as they often really do, a dollar's worth for fifty cents, they occupy a sphere at least as legitimate as that of any captain of any industry, however big. And the advertising, if it remains within the lines of truth, is within its legitimate sphere, no matter how sensationally displayed or worded, may be its appeal.

SPECIAL OFFER IN HIGH-GRADE **HAIR GOODS**

When we promise an unusual value from our Hair Store—it is NOT an inferior grade at a "cheap" price. Only one grade of goods here—"SOPHIA" QUALITY—guaranteed absolutely sound. Very CLUSTER PUFFS, of fine quality hair, in all shades of brown; regular $8.95 values. Price reduced for this week, each..... $4.95

MAIN AISLE—QUARTER, CENTRE PLACE

Shepard Norwell Company

WINTER STREET TEMPLE PLACE TREMONT STREET

IMPORTANT PURCHASE OF **NECK PIECES**

We have just received a fresh consignment of VENISE YOKES AND CHEMISETTES—Twenty different patterns to select from, both in white and black; the finishing touch to the popular one-piece dress of today. Goods have been imported to sell for 75c and $1.25 each. Our price, in our Women's Neck-wear Store (Marble Corridor entrance), choice at..... 50c

ONLY 4 SHOPPING DAYS BEFORE THE HOLIDAY

HUNDREDS OF REASONS MENTIONED BELOW (AND ON PAGE 34) WHY YOU SHOULD TRADE HERE

IN EXPOSITION HALL MONDAY



OFFER OF SALE **$7.50**

WE WILL OFFER 100 OUTING HAMMOCKS Little Pictured

Made from 12-cotton, white duck, with wood-slatted ends and border; also medium, in red or green. Usually sold for $10.25. In Exposition Hall this week at..... $7.50

KODAKS —Visit our Kodak store before going away. Kodaks from $5.00 to $100. Developing and printing by first-class experts. Try finishing your own Developed free for 10c. Films up to 4 inch.

YOU'LL WRITE LETTERS

WHILE AWAY | THE AND BUY | VACATIONS BRING THEM HOMEWARD

Let us furnish the necessary materials, in the shape of

FOUNTAIN PENS, WRITING PAPER and ENVELOPES

MARCUS WARD'S ENGLISH LAWN STOCK, cloth finish paper, latest size, in a delicious blue tint; put up in an attractive pound package. This is a regular 40c quality. On sale here Monday, per pound..... 20c

Envelopes to match, 40c a package.

MARCUS WARD'S CREEDEN LAWN BOND, cloth finish paper, in correspondence and note sizes, white only; put up in neat one-pound packages. Regularly sold at 25c a pound, but Monday the price will be..... 15c

Envelopes to match, 8c a package

THE CENTURY FOUNTAIN PEN, closed barrel, having the assurance of system at points on 14-K gold pens. Manufactured to sell for $1.00 each. A special offer this week, at..... 49c

SOLD IN COMBINATIONS AS FOLLOWS:

ENGLISH LAWN PAPER			WINDSOR LAWN PAPER		
Size			Size		
5½ x 8¼	89c		5½ x 8¼	80c	

EXPOSITION HALL—CENTRE PLACE

TRAVELING LUGGAGE

FOUR EXTRA SPECIAL VALUES

No matter what your needs may be in the travelling luggage line, we can satisfy your wants—and do it at less than other exclusive Trunk stores. For instance:

STEEL TRUNKS, canvas covered, solid leather, dark green color, 42 heavy steel reinforced ribs both, 3 leather bands, canvas and plain permanent with riveted attachments, 2 drawers, steel lock, deep trays, with hat box, 3 heavy cable bumper corners, regular $8.50. At 36 inch, 3

Inferior Merchandise Resulting from Fierce Competition

"Seconds," when sold as "seconds" have their legitimate place in modern trade, and are eagerly sought and eagerly bought by millions of people who are willing to condone the defect in consideration of the reduced price.

"Job lots," "bankrupt stocks," "fire damaged stocks," "railroad wreck" stocks, "season's close outs," "sample lines," "mill ends," all are prolific sources of economy to those who would pay much bigger prices for these goods under normal conditions of purchase and sale.

Where they are legitimately offered for *what they are*, he is a poor sort of creature who would sneer at the poor man or the poor woman who avidly takes advantage of the proffered means of economy.

Such lines are the legitimate stock in trade of the "cheap" stores. Where they are what they claim to be and are offered the great bargain hunting percentage of the population for what they are, they serve a legitimate purpose in reducing the cost of living.

The Abuse of the Bargain is the Curse of the "Cheap" Store

It is the abuse, rather than the use of such trade stimulators, that brings down deserved criticism on the "cheap" stores. It is a form of dishonesty that has grown all too common, and were it not for the fact that



Number of items well displayed. Advertisement is arranged effectively and balances properly.—Boston Globe.

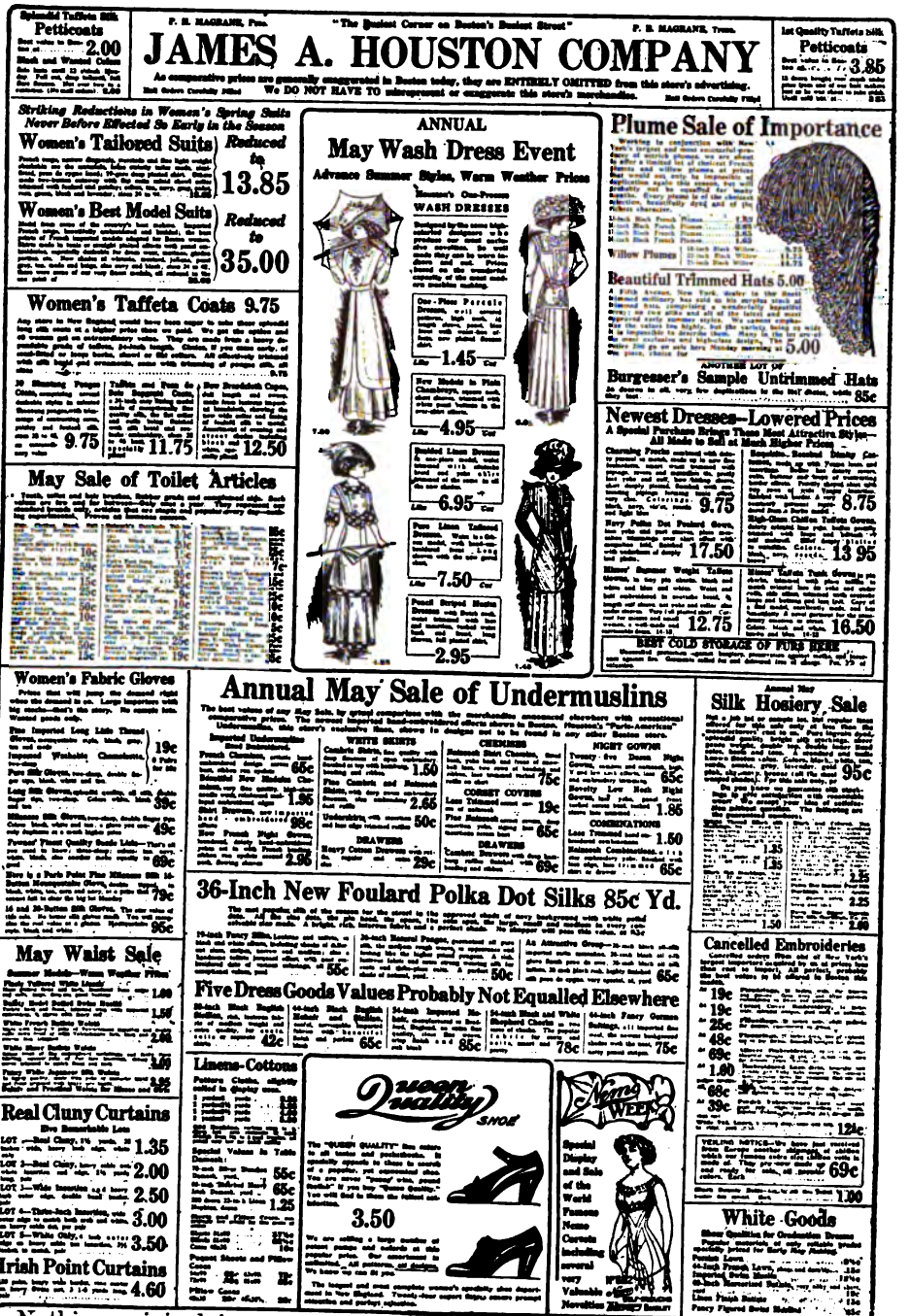
the poorer people need the cheap stores, must patronize them even if mindful of "caveat emptor" (let the buyer beware), would lead to the rapid downfall of many seemingly prosperous department stores whose management is guilty of wilful, flagrant and continued faking and misrepresentation along these lines.

So insistent is the demand for a showing of increased business by the management of these stores; so persistent is the greed for more and more business, more and more growth, more and more profit; so sharp and so keen is the competitive scrambling for an advantage, no matter at what sacrifice of honor or decent self respect, that abuses of widespread character have been fostered under this condition.

The innocent consumer is only a collateral sufferer, however. The consumer, oftener than otherwise, gets his money's worth. The faking lies in trying to make him believe he has gotten *more* than his money's worth.

When the "cheap" store offers a genuine bunch of "seconds," a real "job lot," bona fide "mill ends," an indisputable "bankrupt stock" and a sure-enough smoke-laden "fire sale," there are real and legitimate savings in which the purchasing consumers may take genuine satisfaction.

But when such sales are "faked"; when they have no foundation in fact, or when, under the manipulation of smart but dishonest merchandisers the real bargains are mixed up with a lot of other and far inferior merchandise which the ignorant are as liable to buy as the



Nothing original in copy or form, but constructed along established lines.—The Boston Globe.

real; when, in short, under cover of what on its face *is* legitimate, he palms off merchandise that is, at least comparatively, worthless, condemnation of the store and of the advertising cannot be too severe.

This sort of merchandising leads to the adulteration of food products.

This sort of merchandising fosters false and misleading labeling.

This sort of merchandising backs up the manufacturers of trashy merchandise under the guise of standard qualities.

This sort of merchandising is the fountain of substitution of inferior for well known brands.

This sort of merchandising encourages imitations which grade rankly below the imitated.

False Values Are Often Advertised

Much merchandise primarily manufactured to deceive is thereupon offered by the "cheap" stores as follows:

"Worth" $2.50, for 98c.
"Worth" $1.00, for 49c.
"Worth" $10.00 for $4.98.
"Worth" $15.00, for $7.49.

When the fact is, that it would be worth the values claimed if it were the genuine article represented, instead of a base imitation for which the advertised price is a fair and very profitable valuation so far as cost of production is concerned. As said before, the consumer gets



Rather monotonous in appearance, yet each item is well brought out and displayed.—The Louisville Times.

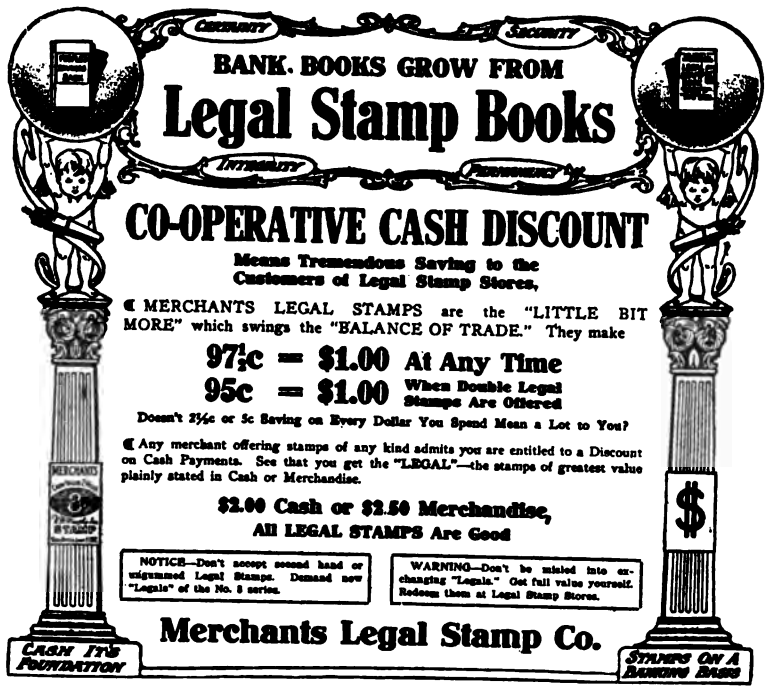
his money's worth, but he is deceived nevertheless into the belief that he has gotten *more* than his money's worth.

And the merchandiser contents his conscience with the reflection that in so far as actual value is concerned the "victim" has gotten all he paid for.

The other practice of intermingling legitimate bargains with inferior goods is even more reprehensible because thereby the consumer is deceived to his actual financial loss.

For instance: a fashionable clothier suffers a fire loss. The underwriters dispose of the entire stock to a "cheap" store, which in its most sensational manner proceeds to whet the public appetite for a great bargain sale. "Suits that retailed for $30 will be sold for $15, suits that sold for $40 will be sold for $20, etc." Then this merchandiser mixes with this purchase every old, "dead number" in his own stock. Further, he buys a lot of cheap suits that would naturally retail for $10 and $12, which he also mixes in, sometimes even substituting the house labels which he acquired with the fire damaged stock. And when, in the crush and the crowd the sale is over, he has realized an inordinate profit, not alone on his fire purchase, but on the mixed-in goods, which brought more than their regular retail value from those who had been deceived, this sort of merchandiser pats himself on the back for "putting one over" to the great profit of the house.

Nevertheless, all "cheap stores" are not so conducted,



The idea of stability may be conveyed by the pillars, but it is a question if the space devoted to them could not be utilized to better advantage.—The Boston Globe.

all "bargain sales" are not "faked," and many really important and valuable economies are daily and legitimately offered by the "cheap" stores. Many avenues are open to watchful buyers for effecting purchases on which the consumer really saves handsomely.

If the merchant could only stifle his inordinate demand for bigness and a daily showing of "increases"; if he could ever experience content with a reasonable showing of a reasonable profit without comparing the sales with "the same day last year"; if, in short, he were sanely honest, instead of insanely greedy, the abuses mentioned would cease.

But this would be asking the merchant to be a better man than the rest of the business world—big and little—and therefore it would be asking more of him than is asked of those who rank above him in the social and financial scales.

"Cheapness" Is the Keynote of the Cheap Stores

They may be ever so big, they may be housed in giant masses of steel and granite, they may do many millions of dollars business every year, they may be a fiscal force in the community, yet the inevitable logic of environment holds them to a certain plane of life.

Marble wainscotings, mahogany fixtures, scintillating lights, art windows, floors, counters, store signs, window displays, all are evidences of lavish outlay, expensive

operation and striving for effect, yet they are all as inevitably cheap, as befits their sphere of operations.

Elevator starters and operators may be uniformed, but that the uniforms are often ragged and dirty will pass unnoticed to managers and customers alike.

"Sales ladies" may chew gum or "chew the rag" from morn till night, and may pertly exercise their native gift of repartee if chided.

Salesmen may chew tobacco, or breathe the fumes of recent imbibition in the faces of their would-be customers with only an occasional cleaning out after some more than ordinarily noticeable outbreak.

Floor managers may shriek their orders and publicly scold their charges without being noticed by the hurrying throngs who care for only the conservation of their time and their savings.

The general management has too many other more weighty cares in the constant scrutiny of stock sheets and profit sheets to give more than an occasional order governing these minor details of store conduct.

And the advertising, inevitably, faithfully presents these aspects to the public. But the public that patronizes the "cheap" store does not see it. It sees only the price and the bargain and cares nothing for the "rhetoric." That other public, which could see it, doesn't patronize the cheap stores and only occasionally may read its ads. But the advertising expert reads them and is filled with a burning ambition to improve them,

unmindful of the fact that if he did improve them they wouldn't fit the store and would be abortive.

For who patronizes the cheap store in a big city and reads its ads?

Thousands upon thousands of foreign laborers' and mechanics' families who can read glaring price figures but whose literary taste ends at that point.

Other thousands upon thousands of native laborers' and mechanics' families, who are too deeply absorbed in "tongue and oxtail soup to make both ends meet" to give heed to more than the price figures on the pants for little Johnnie, the shoes for little Mary or the 20 pounds of sugar for 98 cents.

Other thousands of clerks and the army of indifferently employed hangers-on of the industrial world, always on the move and never more than a week's pay to the good.

Other thousands upon thousands of families, sturdy, frugal, painstakingly saving, putting every possible dollar into the savings bank and supplying even a crying need only when a chance is offered to supply it with a bargain.

Other thousands upon thousands who could spend more for their mundane needs but whose somewhat better incomes are frittered away in the myriad amusement, entertainment and refreshment facilities of a big city.

And thousands upon thousands of more or less detached women and girls, whose bravery of show must be in keeping with every foible of fashion in general



Extraordinary Offerings for Friday From Our Big and Busy Garment Section

STYLE-COMFORT IS DEMANDED DURING THESE MIDSUMMER DAYS—THE one season of the year above all others when a woman can secure dainty, modish apparel at very small cost. That STRAUS' is THE store in Louisville for value-giving has been consistently proven these many years. Floor Two.

Handsome White Serge Suits $10.75

TWO VERY PRETTY SUMMER MODELS; LONG ROLL OR NOTCH COLLAR EF. fects; jaunty short semi-fitted coat; rich soft satin lining, skirts full plaited; White Serge Suits that were formerly priced at $18.50 and $20.00; on sale Friday at..... **$10.75**

New Model Summer Dresses $3.95

DAINTY, COOL DRESSES OF VERY FINE SHEER LAWN; WAIST, SLEEVES AND flounce trimmed in Persian designs; low neck, elbow sleeves; tunic effect skirt; all sizes for both ladies and misses; regular selling price $5.98 and $6.75; specially priced for Friday's selling..... **$3.95**

Full-Length Linen Coats $1.95

100 NEW MODEL FULL-LENGTH LINEN COATS ON SALE FRIDAY; POPULAR for both automobile or street wear; cut semi-fitted; double collar; side pockets; double cuffs; others are asking $3.98 for just such coats; Friday at Straus'..... **$1.95**

Full-Length Pongee Coats $4.95

JUST RECEIVED SEVERAL NEW MODELS IN THESE VERY POPULAR SILK- finished Pongee Coats; some are made with the deep roll collar with the effective black trimming; others cut with plain notch collar; full length models; prices regularly are $7.50 and $8.75; a fortunate purchase enables us to offer these Coats Friday at..... **$4.95**

New Model Wash Skirts 98c

NEW MODEL TUB SKIRTS, IN THE PLAIN, PLAITED AND OVERSKIRT EF. fects; colors are white, black, tan and blue; also pretty striped effects; ladies' and misses', also extra sizes for large women; Friday we place on sale 500 summer Skirts; $1.50 and $2.00 values; very special at..... **98c**

S-I-L-K "Remnants FRIDAY

LEFT-OVERS (3 TO 12-yard lengths), including Fancy Silks, Foulards, Messalines, Striped Taffetas, Persian Satin Messalines, Shower-proof Foulards, Fancy Plaids, Colored Pongees and Sapho Silks; values range from 50c upward as high as $1.25; choice at the yard

25c

Women's $3.50 Red Cross Oxfords and Pumps, Friday at $2.49

OUR ENTIRE LINE OF RED CROSS LOW SHOES AND Pumps at your disposal, consisting of patent colt, gun-metal calf- and vici kid; in fact, the complete assortment in stock placed on sale—none reserved. Take your choice. We wish every woman in Louisville to try them—test them—and see the difference between them and the ordinary kinds.

Racquet Cloth, Yard 12½c

A COLLECTION EMBRACING THE plain colors, such as old rose, pink, blue, helio, tan and green; regular 17½c value; the yard..... **12½c**

White India Linon, Yard 6c

32-INCH WIDTH, MEDIUM weight; suitable for waists and suits. We've sold many yards at 10c; this sale the price reads, a yard..... **6c**

Friday Special, These $3.50 Values $2.49

Red Cross Shoe

A clean, attractive setting in keeping with the merchandise offered for sale.—Louisville Times.

effect, unmindful of the fact that its price ticket cries aloud to even the most casual observer.

These are the groups that make up a majority of big city populations. Their needs are as certain and as real as the needs of all other groups, and the *price* of their needs gives them more concern than the conservation of natural resources, than the fortifying of the Panama canal, than driving the crooks and bosses from the parties, or than the reprehensibility of race suicide, with news about which the less important, "the incidental columns" of the newspapers may be filled without commanding so much as a glance.

And the advertising of the "cheap" stores meets these groups of people on this plane. To attempt to meet them on any other would be futile. The advertising is in the main well and shrewdly done and brings the desired results. Where it is manipulated by a dishonest merchant alone can it be the proper object of a sneer or just criticism.

Big Stores in Local or Detached Centers

In some of the largest cities there are big department stores doing millions of business annually, notwithstanding they are located far from the usual "down town" or "up town" centers or the "shopping districts."

In virtually every instance these stores owe their opportunity for existence to a segregated "foreign ele-

ment" or the massing of many mixed nationalities in certain districts.

The importance of these foreign settlements is apt to be underestimated by those who fail closely to study social conditions or the complex subdivisions making up a metropolitan population. And because their importance *is* usually underestimated by the managements of big stores, opportunity is afforded those who *do* understand these foreign populations to build up large retail establishments in the midst of their homes, with ability to compete at most points with the largest "cheap stores" of the regular shopping center.

These foreign populations come from Europe (mostly) and whether they come from cities or from rural districts, their foreign habit is to trade at the neighborhood stores, because the big department stores are practically unknown in their native lands.

These foreign populations hold more or less tenaciously to the traditions of the fatherland, and by massing in certain centers, keeping up acquaintance with their own kind, forming societies and clubs for their own kind and encouraging local theatres and amusements appealing to their familiar or traditional emotions and sensibilities, preserve a sort of racial entity.

Because of the almost universal inability of the managements of the "cheap" department stores to realize the importance of thorough organization of their advertising departments, the unorganized efforts to win the trade of these foreign peoples are naturally unsuccessful.

And thus this short-sighted policy, previously alluded to as "semi-hostility" toward the advertising manager, is directly responsible for the growth of big localized stores to meet the wants and cater to the idiosyncrasies of foreign populations. These number sometimes into the hundreds of thousands, and support local retail centers and shopping districts within walking distance of their homes in which they spend millions of dollars annually.

Exactly as has been heretofore shown in connection with the other three classes of department stores—that they pursue the tactics and policies forced upon them by the character of their clientele, so department stores grow to large proportions and financial success in these detached centers, because they intelligently work along the lines of least resistance.

Germans, Poles, Bohemians, Hungarians, Slavs, Finns, Lithuanians, Scandinavians, Austrians, will be found monopolizing immense residence districts. French, Italians and Greeks will be found segregated in another quarter. Race traditions and intuitions are strong with all of them, and with most of them the family relation is a stronger tie than with the modern Anglo-Saxons.

Based on the philosophy of this condition the local stores employ clerks speaking all the different languages of the district, familiar with the impulses of the various elements because they are themselves a part of them, intimately associated with their needs and their methods of supplying those needs. Fostering the racial social instincts, these big shops as well as the little ones in the



Good sub-heads which feature properly the various articles for sale. —The Boston Globe.

local centers, are open for business evenings, and after supper they become a sort of social center towards which the population converges for mutual interchange of such amenities as make for continuance of cordial relations.

Wonderfully interesting are these localities and their inhabitants to those who would study man as a concrete proposition; but we can deal with him here only as a subject for commercial exploitation.

The advertising of these stores is largely local, although instances there are where their growth and importance are sufficient to warrant the use to some extent of the daily papers printed in English.

Largely, however, their advertising is confined to circulars and handbills. These usually imitate and follow to a certain extent the page ads of the "cheap" centrally located department stores, being usually of newspaper size, two and often four pages, and issued at regular intervals, which make them part of the routine of life in their localities. They are circulated gratuitously and efficiently. Often they are printed wholly or in part in foreign languages. They are illustrated and written understandingly in relation to the conditions required to be met, and they are unique in that they bring a ready response—which can seldom be said of such advertisements when thrown out by the inefficient advertising organizations of the centrally located stores.

Sympathetic Understanding Is the Keynote of the Localized Department Stores

Languages, customs, habits, foibles, needs and associations are all sympathetically interwoven with store conduct, rendering the establishments congenial to the various groups. Differences are met with toleration and respect. Peculiarities that would cause them the embarrassment of obvious comment and often unconcealed mirth on the part of the undisciplined "help" in the "down town" store are met with sympathetic understanding in the local store. What would seem grotesque to the pert "saleslady" down town is regarded as natural in the local store where the clerks are "to the manor born." Instead of the cold indifference or supercilious and sometimes roughly uncouth attitude of the "floor manager" of the big "cheap" store, the customer is met with a warm greeting, often in his native tongue, pleasantries and "joshes" are interchanged understandingly and the customer is made to feel that he is appreciated, is welcome, is desired: and he makes himself at home.

That this valuable trade is kept away from the big "cheap" stores is due largely, if not entirely, to the same shortsighted policy of the management which refuses to deal with the advertising department as worthy of intelligent organization on a basis of generous remuneration, and compels a single ad man, or sometimes an ad man with a single assistant, to grind out the work of half a dozen, and to leave entirely undone the intelligent analysis of possibilities and the organization of a constructive

force for the promotion of business through untouched avenues for expansion by scientific publicity.

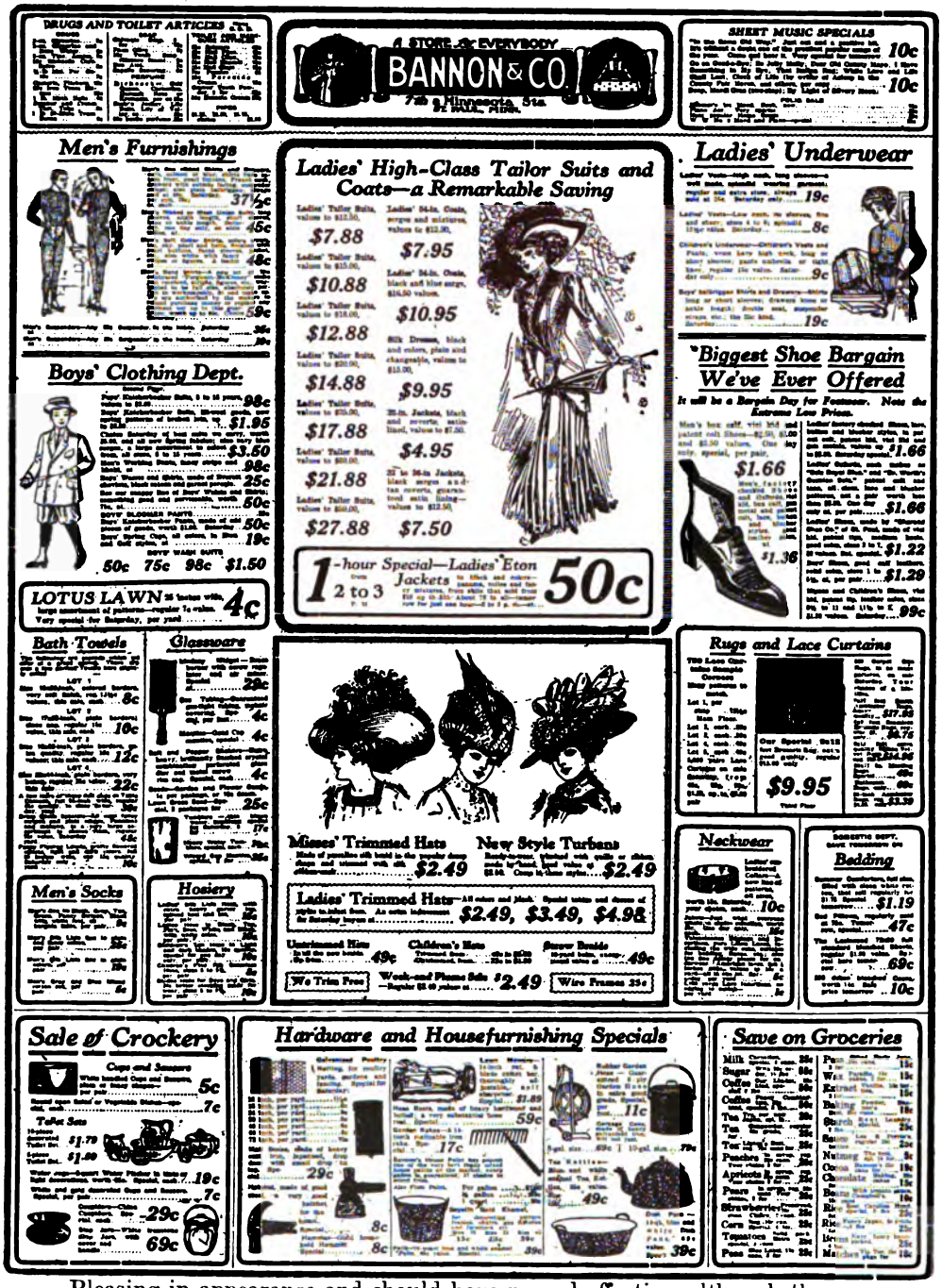
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"Waste" in Advertising

Although the original advertiser, like the original tradesman, was a faker, both trade and advertising have grown away from the period of charlatanry and both are firmly established on a basis of decent respect for human rights. The advertising fraternity—comprising hundreds of thousands of more or less ephemeral and superficial philosophers and theorists—is too prone to declare that advertising, just by itself and just because it is advertising, is the modern miracle worker of the business world. Their attitude is well illustrated by the song which they sing with enthusiastic gusto in their clubs and social gatherings.

"It pays to advertise, because
It pays to advertise."

And it is small cause for wonder that the man who pays his own money for advertising—"casts it on the waters," as he so often does, with only the *hope* of a profit "after many days," should hesitate as he views the evidences of misplaced confidence afforded by great masses of advertising at the present day. Ill-judged use of medium, ill-judged appeals to ill-understood people, ill-timed and ill-considered campaigns, with ill-assimilated merchandise, all are evidences to the careful and thought-



Pleasing in appearance and should have proved effective, although the arrangement of boxes makes it appear rather stilted.—The St. Paul Dispatch.

ful business man who studies the conservation as well as the expansion of his finances, that vast sums are wasted so far as the advertiser's profits are concerned, although these sums have served mankind in general by their generous circulation through various avenues of publicity.

While gratifying advances have been made in various directions toward the more intelligent expenditure of advertising money, the system under which the expenditures are made remains fundamentally wrong. Too much money is still spent in haphazard fashion under the persuasion of glib-tongued but entirely biased solicitors for every possible avenue of publicity under the sun. Bias of some sort is the moving impulse behind most advertising, while too little advance has been made in the direction of scientific analysis and organization.

There is a remedy for this evil, but conditions, not remedies, are under discussion.

The department store, along with the national advertiser, is the victim of these conditions, which may be elucidated by consideration of how the advertising of the several classes of stores is done.

The Advertising Organization in the "Best" and "Better" Stores, or the "Style and Quality" Shops.

Speaking of stores of the first magnitude—those in the largest cities, whose annual business mounts well up into the millions—the "Style and Quality" shops, or "Best"

and "Better" stores, are comparatively few in number, and, as we have seen previously, "Refinement" is the keynote of their entire system of operation, store policy and service. This is true not only of the points at which they touch the customer, but is equally apparent in the business intercourse of their entire personnel, from the general management to the wagon boys.

Refinement and crowding are necessarily at variance. The overcrowded store must lose its air of refinement. An overcrowded display of merchandise must necessarily lose an air of dignity and gentility. And overcrowded employes—that is, employes overcrowded with work—of whom is demanded more than can be performed with due and deliberate attention to detail—will quickly lose that equability of temper and poise of bearing which is necessary to round out and symmetrize the general atmosphere of refinement these "Style and Quality" shops demand.

It is only because the general management of these stores fully understands this fact, that the refinement of these shops—actual or apparent—is possible.

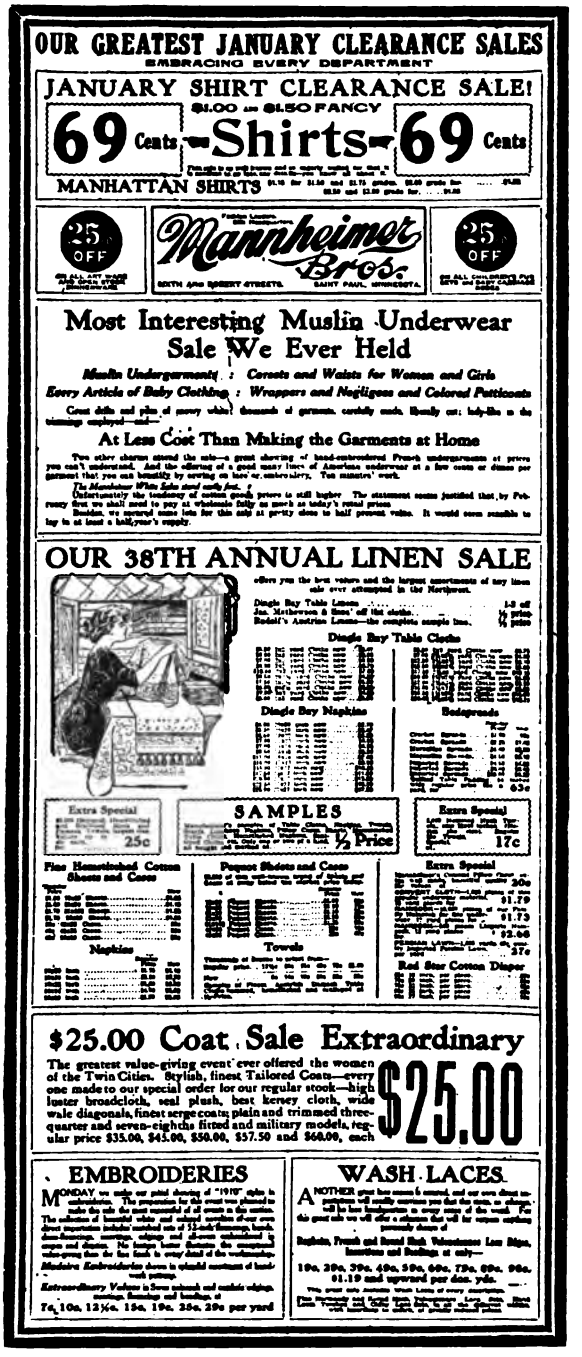
It works itself out in the advertising department, first of all in the amplitude of the expenditure for the perfection of the advertising organization itself. No store cares to have its actual figures published, but it may be fair to assume for the sake of example that the stores considered under this head spend annually a quarter of a million dollars for advertising (some actually spend double that amount). From 10 to 15 per cent of the total advertising expenditure of these "Best and Better" stores (few

in number) is paid in the shape of salaries to the individuals responsible for its execution and results, approximately as follows:

One Advertising Manager—who is an experienced merchandiser, who initiates and directs the general movement of the advertising in conformity with his knowledge of merchandise movements, the needs of the seasons and the needs of the hour as divulged by constant scrutiny of stocks and collaboration with heads of departments as well as the general management, **of which he is a part.**

The necessity for closest intimacy with merchandise, from its inception to its sale, is recognized fully by this advertising manager, and by the stores which employ his services. He is directly involved in many purchases and in methods for improving qualities, decreasing costs and increasing profits. He is in close touch with sources of supply, often accompanying buyers on their trips, and making at least one annual trip to Europe for personal contact with style centers, producers and originators. And he thereupon develops naturally into an originator himself. That he needs widest knowledge is recognized and opportunity to acquire it is freely given.

From three to six copywriters or assistants of various degrees of experience are under the supervision of this advertising manager, and both sexes are generally represented. Certain sections or departments are assigned to these writers, who thus become expert in a restricted sense, and whose intelligence covers the actual facts of the merchandise and its possibilities for exploitation.



This advertisement is weakened materially by an overabundance of lines and boxes.—St. Paul Dispatch.

A booklet man, also under the jurisdiction of the advertising manager, has several assistants; and to this force is assigned responsibility for circulars, letters, invitations, booklets, pamphlets, brochures, and their effective distribution as well as effective production.

A clerical force—which keeps the advertising records, as a whole, and their distribution among the departments, secures and maintains mailing lists in a constant system of revision.

Artists—of both sexes, for illustration of advertising and booklets, are on the payroll of this department, either for all their time, part time, or on a basis of "piece work" for drawings actually made.

Shoppers—are jointly under the control of this department and that of the merchandiser, to both of whom their reports are made.

Thus is provided a system, broad enough intelligently to cover its field, and strong enough to analyze, to sift, to tabulate, to record and to use every avenue for business promotion: also with sufficient authority to proceed on its own initiative to the carrying out of measures which analysis and proper study have shown to possess the elements of productiveness.

It is notable that only in these stores with such an organization, is there to be found intelligent, sustained and constructive campaigning in retail advertising. In all the lower orders of department stores, lacking in this effectiveness, thoroughness and amplitude of advertising organization, constructive or sustained campaigning is

entirely lacking. This is of necessity true, because in these stores of lesser caliber there is no organization with authority and money to undertake or conduct work of this order.

The Advertising Organization of the "Popular Price" Stores

proceeds on the lines which have been previously shown to control the management of these stores, viz.: "Mediocrity." This term is used impersonally. It implies no stigma. It simply records the facts and names the middle ground between the "cheap stores" on the one hand and the "ultras" on the other.

Instead of a supervising advertising intelligence, directing a force of subordinates and evolving ways and means, we find in these popular price stores that the general management assumes the direction of the advertising, usually, but not always, admitting the so-called advertising manager to its councils and giving heed to his suggestions according to their idea of the correctness of his conclusions.

In a fair proportion of these stores the advertising manager is permitted knowledge of volume of business done and its distribution, but the purpose is usually shown to give him as little definite information as possible.

The advertising expenditure of these stores equals, and sometimes exceeds, that of the "style and quality"

shops, but instead of 10 to 15 per cent of the advertising being spent on the organization, there is apt to be only from 2 to 5 per cent thus used, resulting in an organization about as follows:

One advertising manager, who is also chief copy writer and superintendent of details.

One to three assistants, of whom one is a woman typist.

One to three boys—for general work as messengers, file keepers, etc.

One artist—(sometimes, and oftener none) for general work on illustrations that do not require special talent.

Upon this force devolves the entire work of assembling the copy, writing or editing the advertisements, reading and correcting proofs, keeping records or providing data for records to the auditing department and attending to every detail of newspaper, circular, booklet and other advertising.

Bear in mind that the total amount of advertising expenditure equals or exceeds that done by the larger organization heretofore described, although less is spent on booklets and more in newspapers.

It becomes at once evident that the work turned out by this latter organization must of necessity be inferior in many respects to that turned out by the former.

In the first place, this organization lacks authoritative initiative. Instead of planning, it is subject to the im-

That Distinctive

Conrad and Company

Store on Winter Street

A One-Day Sale of Suits: Monday

We do not propose to permit the holiday on Tuesday to interfere with the week's suit business, and so have planned for Monday several suit offerings of such exceptional character that no one wanting a Spring suit should let this opportunity slip.

Group One $20

Just Fifty of These Exceptionally Desirable Suits for Women at Twenty Dollars

These suits are a group on which the pricing should really be from $5.00 to $7.50 higher than our Monday figure; they are made of plain or diagonal serges in all the stylish spring shades; the models include plainly tailored and very dressy braid trimmed effects, stylish medium length coats and peau de cygne or satin linings; full plaited skirts. There is unusual value for those who secure one of these suits at the sale price of Twenty Dollars.

Another Group of Suits That Present Exceptional Selection at Twenty-Five Dollars

We will describe just one of several attractive models at this price; this is a semi-military effect made of high-grade diagonal serge in fashionable spring colorings; effectively trimmed with braid and moire silk and has a fancy collar of Persian silk; the linings are of excellent quality peau de cygne and the skirts show a dressy braided model. Monday's suit buyers will find an exceptional choice from this group at Twenty-Five Dollars.

Group Two $25

Three Notable Special Values in the Misses' and Small Women's Suit Section

Misses' and Small Women's Suits at $18.75

This is a smart two-button coat model showing stylish lines, made of plain serges, striped Sicilians and the new black and white checks. On sale Monday at 18.75

Misses' and Small Women's Suits at $20.00

At this price we show on Monday a fine French serge suit of unusual quality, in all the fashionable spring shades; braid trimmed in an effective manner. On sale Monday at 20.00

Misses' and Small Women's Suits at $28.00

These suits are a very clever novelty, having a checked skirt and plain color serge coats, making a very smart contrast; the coats are braid trimmed in an effective manner. On sale Monday at 25.00



Foulard 13.75

13.75 An Unusual Price on Two Unusual Groups of Dresses 13.75

Our dress department on the third floor comes forward again for Monday with two very remarkable offerings at a popular price.

Polka Dot Foulard Gowns for Women and Misses

(As Pictured)

These excellent quality polka dot foulards come in navy or copenhagen blue, reseda, green and black. The waist is made with Gibson plaits and a square lace yoke daintily finished with bands of foulard. New sleeve with lace cuff and skirt with tunic over-drape, deeply kilted underskirt. Truly remarkable values Monday, at 13.75

Rajah Silk Gowns for Women and Misses

(As Pictured)

These are made of a very good grade of rajah silk, in the most fashionable natural shade. The waist is elaborated with serpentine braid, and has net yoke and cuffs to match. The waist line is brought out with a new deep girdle effect heavily braided, and the skirt is side plaited with full deep plaits. There is no doubting the exceptional character of these dresses on sale Monday, at... 13.75



Rajah 13.75

One Thousand Waists at 1.00 Each

Dozens of New Styles

We just mention here the most prominent of the many styles.

Dotted Swiss Muslin Waists, with dainty embroideries and deep lace insertions down front

Persian Lawn Waists, with detachable lace trimmed frill

Tailored Models, of sheer batiste with high or Dutch collar

Dutch Neck Waists, trimmed with Val. lace insertion or dainty embroideries

Batiste Waists, with Val. and Irish lace combined with pretty embroidery

Fine Lawn Waists, entire front of Irish and filled embroidery

Crochet Muslin Waists, in new tailored models

1.00

A Remarkable Sale of New Spring Coats

22.50 to 25.00 Coats at 15.75

(One of the Many Styles Pictured Here)

This is one of the finest lines of coats we ever saw offered at this time of the season—and at this price the values are absolutely without parallel. These coats consist of white serges, shepherd checks, taffetas, pongees, rajahs, tussah, diagonals, mannish mixtures, homespun and the Rob Roy checks as pictured. Some lined throughout with foulard and others half lined with satin or peau de cygne. They are about fifty styles—all new and every fashionable shade represented. Misses' sizes 14 to 18 years and women's sizes 34 to 40 bust. On sale Monday, at 15.75



15.75

$15.00 to $18.75 Coats at 10.75

(Mostly Misses' and Small Women's Sizes)

They are just about one hundred coats in this group, and from $15.00 to $18.75 they would be very good average values. At $10.75 they are easily the best bargains of the spring season. They include some of the most popular fabrics of the season, such as snowflake mixtures, invisible stripes, novelty mixtures and mannish materials, as well as plain serges, coverts and pongee rajah silk coats. These coats show all the latest styles, such as tuxedo, surplice or shawl collar effects, piped and faced with contrasting shades of cloth. These are mostly in the light spring shades, including blues, green and brown. On sale Monday at 10.75

$3.95 Jap. Silk Waists at $2.90

These waists are trimmed in a very pretty yoke effect with Val. and Irish laces and have a side plaited frill from collar to waist line, made of an excellent quality of Jap. silk in the wanted natural shade. Tucked and trimmed cuff. Really $3.95 values, Monday, at..... 2.90

Girls' Spring Coats, Special, $5.00

These are ages 6 to 14 and are made of wide wale cheviots in semi-fitted back model. Long roll collars, inlaid with black satin. These coats come in the newest black-and-white checks, plain blue serges, fancy mixtures and mannish stripes. They show the excellent values in our girls' department on the third floor. On sale Monday, at..... 5.00

Cold Storage for Furs

Modern plant and careful handling. Usual rates covering storage and insurance.

About Charge Accounts

The usual charge accommodations extended to those furnishing satisfactory references. Credit office, 2d floor.

Nicely balanced and head and sub-heads afford an effective contrast. The Boston Globe.

perative orders of the general management. This organization cannot plan, because it cannot carry out plans except subject to countermand or alteration from various sources. And these sources do not give exclusive or consecutive study to advertising, being governed by varying conditions from day to day. The advertising proclaims this condition by its lack of continuity of thought and the lack of campaigning.

The conditions thrust upon this department therefore, are, briefly, as follows:

Approximate schedules for a week's advertising, covering all the newspapers to be used, with the amounts to be used in each, are approved by the general management.

The departments to be advertised, with approximate amount for each, are designated by the general management, at the last moment possible under the newspaper rules for acceptance of copy. Thereupon the advertising department issues its requisitions for copy; the department managers, often unprepared, must furnish the items to be advertised, together with samples of the merchandise; artists must be called to prepare such illustrations as are necessary; the lady typist must get busy transcribing and, at the same time, crudely editing the items furnished; the advertising manager must be examining the merchandise and comparing it with the descriptions as to quality, value, selling points and price; he must also, at the same time, be planning the general typographic and illustrative effects to appear in the advertisement, and assistants must

be adapting designated portions to the various newspapers to be used.

All this is going on simultaneously with the reading of first proofs of previously prepared ads by the same force, and second or revised proofs of other previously prepared ads by the same force, the correction of errors made by artists, the making of new cuts to replace unsatisfactory ones, and often the changing, completely, of certain sections for weather reasons or other reasons, at the command of the general management.

It will be seen thus, that the general atmosphere of the advertising department of these stores is that of nervous haste, excitement, confusion and lack of time for careful thought upon or digestion of the work in hand.

There are just enough people in such an organization to rush through the needed work within reasonable hours, but the work done necessarily bears the impress of the conditions under which it is executed—mediocrity of expression, illustration and design—and lack of purpose.

Withal, it is remarkably good advertising—often clever, often original and usually productive. When the conditions of its creation are understood, this advertising stands as an achievement worthy of unstinted praise for its producers; for it argues an intelligence and a capacity for quick decision and quick, constant action, which designate its producers as men of capacity and skill.

Interwoven with this work, and produced by the same force, is considerable desultory preparation of circulars and booklets, which in their general tenor and in their

method of distribution bear the same stamp of unorganized effort.

The Advertising Organization of the Cheap Stores

requires an elastic stretch of imagination to be given the name of "organization" at all. It conforms to the generally cheap atmosphere of the entire store, in what it produces; and what it produces is the inevitable and natural result of the conditions under which it operates.

The "cheap" store, as has been previously shown, does business on the "day to day" or "hand to mouth" basis. The same lack of organization which marks its stocks of merchandise, fluctuating and entirely changing constantly under the impetus of "job lot," "bankrupt stock," "fire sale," and other similar purchases; the same lack of organization which marks a constantly changing personnel in floorwalkers, salespeople, and subordinate help; the same lack of organization which entails a nervous unrest upon all responsible people on its payroll; seasons of night work often of long duration, for assembling, sorting and marking the steady stream of special purchases—entails also a constant scramble and grabbing for temporary and personal advantage. A ceaseless effort on the part of the management to "put one over" on the buyers, on the part of the buyers to "put one over" on the management, is evident in the work of the lone star who is responsible for what appears in the newspapers under the store caption.



A few words under the headline which give weight to the special values offered below. —The Louisville Time.

The advertising organization of the "cheap stores" consists of an ad writer, sometimes with an assistant and sometimes without, sometimes with a typist and sometimes without, always with a boy, usually half-grown, as a general utility helper as well as messenger.

Upon this "organization" devolves the whipping into shape of as much newspaper advertising as is done by either of the other classes of stores already referred to. And as an exponent of the "strenuous life," it will be readily seen that this "organization" stands well toward the top of the list. It lacks power of initiative and all authority. All that is expected of it is to grind, grind, grind, ceaselessly at a constant stream of sensational newspaper announcements—to assemble copy from a horde of rushed, excited, and more or less unwilling, buyers; to devise startling illustrations, and, if possible, more startling headlines and introductions, for the "unparalleled," "colossal," "marvelous," "momentous," "gigantic," "sensational," "stupendous," "inconceivable," "superhuman" purchases and master strokes of merchandising which are the features of the cheap store's business conduct; to read and correct proofs, with the responsibility for errors on the buyers; the devising of new ways to use rules and borders and "boxes" and startling black and white effects; to prepare and carry a stock of "headings and introductions" which may be made to fit unexpected exigencies at the last moment before going to press; to be constantly on the jump, from 7 in the morning usually until well into

the night, to see that as little as possible in a myriad of details goes wrong.

All this is paid for out of 1 to 2 per cent of the entire amount spent for advertising. It is axiomatic with the "cheap" stores to spend "Millions for advertising, but not a cent which can be saved for tribute to the man who prepares it." The "ad man" is the packhorse for the general management, the victim of its general policy of crowding all help to the limit of endurance. He would be dispensed with altogether, his work done without pay by the buyers, if it were not necessary to have someone to see that no glaring evidences of illiteracy get into the public prints.

Yet, this advertising is among the most directly productive of all department store advertising. It appeals to the bargain needs of the bulk of every large population. It appeals to great masses who would fail to respond to a conservative presentation of merchandise facts. It appeals to a large foreign element which understands the emphasis of the exaggerated sensational headlines, and which is accustomed in the fatherland to haggle over every purchase. It appeals to a large section of population which is suspicious of politeness and is accustomed to rough treatment at the hands of merchants. And it offers a constant ray of hope for savings in the purchase of actually needed goods on the part of the great mass of workers and impecunious, upon whom devolves the dire necessity to make every dollar do its utmost duty.

The only just criticism to make of this advertising and this store-keeping, is its tendency to exaggeration and untruthfulness—its willingness to take dishonest advantage of the crying needs of the class to which it caters. It is a relic of old-time business methods and will thrive as long as human conditions keep the majority of the people on the brink of indigence.

The Advertising Organization of the Neighborhood Department Stores

consists usually of a single ad writer, whose lines are cast largely in the same mold as those of the "ad man" of the cheap stores, but less strenuous and nerve-racking because of the lesser amount of work required to be done. And the salary paid to this ad writer is merely nominal in comparison with the amount of business done by the house.

These stores, in fact, partake more of the character of smaller shops whose proprietors prepare their own advertising "when they have time."

It must be borne in mind that this presentation of the subject of Department Store Advertising is not a criticism. The writer is moved simply to a presentation of facts and conditions. The reader must remember this when reference to the conditions in certain classes of stores may appear to savor of criticism. What may appear like criticism is alto-



Rather mechanical in form. A few strong display lines would add to appearance and effectiveness.—St. Paul Pioneer Press.

gether inferential and arises in the minds of the reader because the conditions depicted may be at variance with preconceived notions of business and advertising ethics. It is well to warn the reader against a frame of mind or thought which may savor of contemptuousness. Proper study and analysis of this subject requires an unbiased mind, ready to look every situation squarely in the face. Unless this is done, erroneous conclusions will be reached. It is because of the failure to approach the subject of business and advertising in this judicial frame of mind that so much of folly and error creeps into business practice and advertising copy. No analysis in any of the exact sciences is correct unless it embraces every ingredient of the subject analyzed. And in the study of advertising care should be taken to overlook none of the factors which may make for success or failure. This, and this alone, is the attitude toward the subject of Department Store Advertising in all of the foregoing, and will be the attitude in all that follows.

Enough has been shown in the foregoing about the basis on which advertising for Department Stores is done to show the causes which underlie its various or differing

characteristics. As nothing exists without a cause, advertising copy as it appears under the various firm or corporation headings in the newspapers has been shown to be the effect of certain causes—certain human impulses in groups of population and certain conditions under which merchants operate to make money from the needs of these groups.

Enough has also been shown here and elsewhere in this work to prove that criticism of Department Store advertising "copy," except in certain particulars (such as the over-frequent use of grandiloquent terms for instance) and of any other advertising "copy" cannot be logically indulged without intimate knowledge on the part of the critic of the conditions under which such advertising "copy" was produced, and of the business or merchandise and merchandising methods which it purports to represent.

In submitting or publishing in this connection examples of Department Store advertising copy, no criticisms will be indulged; for to criticise without this absolute knowledge would at once destroy the cogency of the entire argument.

But, once the reader has absorbed the intent and meaning of the analysis of conditions which has previously been given, these examples of advertising will carry their own lesson and will, in conjunction with this analysis, form an interesting basis of study and instruction.

If it has shown one thing more plainly than another, the foregoing analysis has shown that the **pursuit** of advertising is something fundamentally far deeper than the

mere production of "copy;" that "advertising copy" indeed is an **incident of advertising rather than purely advertising.**

It appears to be an altogether prevalent notion, evidenced by the entire advertising movement and practice, that advertising (whether of Department Stores or of anything else) is merely the preparation of copy and the observance of certain elementary principles of display. The prevalence of this idea is evidenced by the ease with which correspondence schools turn out hordes of "finished" advertisers from a three months' or six months' course. It is in further evidence by the great mass of advertising that appears in every form of publicity medium, which bears on its face, to the observing business man, the stamp of ill-digested or incomplete understanding of conditions of populace, merchandise and merchandising. This is the result of the rather common practice of intrusting the preparation of advertising to youthful and ambitious wielders of the pen, who have come but little if any into contact with conditions of life and the facts of life; and this little usually in a restricted or narrow circle.

The selling of merchandise is a trading upon the needs or impulses of human beings. The advertising for the sale of merchandise is the public attempt to bring the salient facts of the merchandise into the view of those who have the needs; or to arouse a sense of the need; or to arouse the impulse to supply the need; or to create a feeling of the need where such feeling may be lacking. To do this

One-third of Our Stock Must be Sold in 30 Days
SALE NOW ON

Fantle Bros

A Sale That Means a Big Loss to Us and a Big SAVING TO PURCHASERS

ALTERATION AND REBUILDING SALE

A TREMENDOUS SACRIFICE OF DESIRABLE MERCHANDISE

IN A SHORT TIME WE WILL BE IN THE MIDST OF TEARING THINGS UP FOR THE ADDITIONAL STORY TO OUR BUILDING. THIS PRESENT THIRTEEN STOCK WILL HAVE TO BE CRAMPED IN JUST HALF THE SPACE AND MOVED SEVERAL TIMES. IN ORDER TO HAVE ROOM TO CARRY ON OUR ORDINARY BUSINESS 1-3 OF OUR STOCK AT LEAST WE HAVE TO BE SOLD IN 30 DAYS. TO THIS END WE HAVE PLANNED THE GREATEST SACRIFICE ALL THROUGH OUR STORE WE HAVE EVER ATTEMPTED. ALL PRICE QUOTATIONS ARE NOT IN THIS AD. ONLY A VERY SMALL PART. A VISIT TO OUR STORE DURING THIS SALE MEANS MONEY TO YOU. AN EARLY CALL WILL FIND BEST SELECTIONS.

Tailored Suits Prices

are ½ their value

$20 Suits only $10.00
$25 Suits only $12.50
$30 Suits only $15.00
$35 Suits only $17.50

Sale on Silk Dresses

Dresses of foulard silk and taffeta silk in black and colors, $18, $20 and $25 values, sale price - - - - - $11.98

PRETTY SUMMER FROCKS

Smart styles in gingham linen dotted Swiss, an immense variety. Special sale prices

$8.50, $6.50, $4.95, $3.95 and $2.95

LINGERIE WAISTS AND TAILORED WAISTS

Twenty styles to select from, regular $1.25 and $1.00 waists. Sale price - - - - - - - 98 cents

SILK PETTICOATS

Silk Petticoats, all shades and black, values up to $6.00 only $3.98

Wonderful Values in Rugs and Draperies

Brussels rugs regular $22 value, oriental and floral patterns, size 9x12, for	$16.75
Brussels rug, regular $18.50; very choice lot of patterns, size 9x12, for	13.50
Velvet rugs, same weight as the $15.75 rugs oriental patterns, size 9x12, for	12.98
9x12 Brussels rugs, regular $16.50 quality for	9.98
9x12 velvet rugs, regular $24.50 quality, for	19.50
Very heavy Brussels rug, an unplastering for	22.50
Size 9x12, for	16.00
Axminster rugs, 9x12, the kind you have always paid $27.50 to $30.00 for, this sale	19.50
$35.00 Royal Wilton, 9x12, oriental pattern, for	27.50
$42.50 Royal Wilton	31.00
Our very best Royal Wilton, all the leading makes The most complete line of patterns in the state these are reduced at $33.00, this sale	33.50
9-3x10-6 Brussels rugs, $17.50 qua lity, for	12.00
9-3x10-6 Axminster rugs, $22.50 quality, for	15.50
9-3x10-6 Axminster rugs, $24.00 qual ty, for	16.00
9-3x10-6 Velvet rugs, worth $24.00 for	17.50
9-3x10-6 Royal Wilton rugs, worth $37.50, for	25.00
9-3x10-6 Royal Wilton rugs, worth $45.00, for	30.00
36x72 inch velvet rugs, worth $4.00, for	2.50
36x72 inch, Axminster rug, worth $4.75, for	2.75
36x72 inch Royal Wilton rugs, best makes, for	6.00
27x54 inch Body Brussels, our $3.50 rug, for	2.29
Axminster carpets, the $1.25 quality, for	.89
Velvet carpet, the $1.10 quality, for	.79
Velvet carpet, the $1.25 quality, for	.89
Brussels carpet, worth $1.25 for	.75
Velvet carpet, worth $1.50, for	.89
Ingrain carpet, half wool, worth 6 0, for	.37½
Ingrain carpet, all wool filling, worth 75c, for	.49
All wool ingrain, worth 75c, for	.55
Best all wool ingrain, 85c quality, for	.63½

Our stock of Tapestry and Velour rugs at 1-3 off All goods marked in plain figures. Lace curtains and portieres at 25 per cent discount. These are only a few items from our enormous stock, but everything goes. We must get rid of a the goods.

A lot of fancy ribbons, Dresden effects plaids, etc., per yard	15c
A lot of fancy ribbons sold up to 25c, this sale	19c
A lot of fancy ribbons worth up to 35c, go at	25c
A lot of linen, to return at yard	3½c
A lot of linen, worth up to 10c, per yd 6c	5c
A big lot of Baby Irish bands, up to 8 pcs and mullions, also a lot of silk trimmings, 1-4 off	1-4 off Marked Price
24 gross of extra large hair pins, four for	4 for 25c
A lot of children's parasols	10c
A lot of children's parasols, worth 1-4 more, choice at	25, 39c
A lot of misses' parasols, the value, at	59c
Cingoro, Indian powder	15c
Sherman's talcum powder, a 25c bottle at	5c

Special Sale

Long cloth, 12 yard piece, good value bolt	$1.25
6 full 36-inch Persian lawn shear, a good finished cloth, regular 15c value, at 6 special yards	12c
White dimmity nainsook checks, fine materials for spring and children's dresses, at yard	12c
A good line of lawns, 12 inches wide, light grounds with florals and short figured dots at 5 yards, for yard	4½c
A sheer cotton voile, good line of shades, solid colors, for hot weather wear. The value, at yard	12c
6 black and white suiting, checks, 36 inches wide, good for an outing suit, imitation of a wool plaid, special, yard	15c
Flaxon lawn, white grounds with floral patterns, also with colored stripes, yard	10c
Apparel lawn striped with 12 inches wide, beautiful shades for evening wear The 25c kind at plain shades to 40 colors, per yard	35c
36-inch cotton chambray, cream finish, good for boy's clothing, a good line of patterns, per yard	19c
Flaxon lawns, white ground with floral designs, pink, yellow, lavender The value, per yard	19c
Tussah quality, large size towels, per dozen	$1.35

A plain silver, navy linen and an embroidered hand, embroidered Indian handkerchief, pure linen, this sale	12½c
A lot of embroidered shirtwaists 1 only, some of them marked $1.25, choice	49c
A lot of hand embroidered corset strips, marked to sell at $1.25 to $1.50, choice at	$1.50
A lot of 45-inch lawn for waists, all go at, yard	59c
A lot of 18-inch embroidered flouncings, a 35c value, this sale	35c
A lot of fancy Irish embroidery flouncings, short lengths, worth up to $1.00, go at	49c
Boy's union suit, gauze lisle, a 25c garment, go at, suit	29c
A big lot of muslin underwear at sale time manufacturer's cost today prices, corset covers, skirts, combination suits and drawers, choice	89c
A lot of high grade muslin underwear consisting of gowns, suits, skirts and corset covers; a worth up to $5.00, go at	$2.98
Any of our standard brand of $00 gloves sold at $2.00, this sale	$1.50
Any fancy ribbon in our stock	1-4 off

Millinery Specials

Everything to be closed out at "sacrifice" prices. Don't wait, come early for they won't last long.

All our $3.00 to $4.00 trimmed hats at	$1.50
All our $5.00 to $6.50 trimmed hats at	$2.50
All our pattern hats and new midsummer hats at	½ Marked Price

Shoe Values

Women's rubbers to $1.25 in patent, gun, vesta, suede and vici kid, where to fit all sizes 2 to 8, alteration sale price	$1.00
Women's shoes at $1.50, plain or tip toppers, tremendous value, regular $1.75 values, alteration sale price	1.39
Strawbrae sandals, all sizes up to 8, regular 75c values, alteration sale price	.49
Boys' tan oxfords, regular $2.75 values, all sizes, 1 to 5 1-2; alteration sale price	1.98

One hundred pieces best dress gingham, this sale, per yard	10c
Lonsdale and Fruit of the Loom bleached muslin, per yard	9½c
9-4 Pepperell bleached sheeting, per yard	25c
Cotton Persian challies, per yard	8c
A lot of 35 cent French gingham	18c
A big line of 72-inch table cloths, a 1 hem 21 numbers, this sale	79c

DRESS GOODS SPECIALS

A look at our 42 inch dress goods counter will convince you that never before has there been such bargains offered in 42 inch dress goods.

This lot consists of the new weaves in all the latest colorings, 42 by 54 inch goods worth from 75 to $1.25 per yard.

This Sale - 49c

A beautiful line of 42-inch novelties in the most popular shades of the season.

This Sale - 59c

SILKS

Chiffon and taffetines, Fantle's leaders, the two best known makes on the market now at sales have we offered such values in 36-inch up-to-date fabrics, 75 to $1.25 values.

This Sale - 79c

A big line of up-to-date silks in plain and fancies for waist and dress lengths from $1.25 to $1.75.

Specials for this sale 98c

A beautiful line of 27-inch novelties in popular shades worth from 75c to $1.00 per yard

This Sale - 49c

Some of the greatest bargains of the season are to be found all over 36 inch counter, in black plain and fancies. Values from 49c to 75c.

This Sale - 39c

SOME GREAT LOAFS IN BLACK SILKS—

27-inch guaranteed taffetas including "Hearthside" Windsor, "The Simmon York slip," and others,

This Sale - $1.19

A 36-inch high grade taffeta, a bargain at 75c.

This Sale - 59c

A 27-inch rustleware dress satin, the kind of quality and the most popular shades of the season,

Special for this sale 89c

Explanation of necessity for extensive alteration only excuse for statement of "Big loss to us, etc."—Sioux Falls Daily Press.

intelligently and effectively, with a minimum of wasted effort and misspent money, is the only sane policy in business practice.

It follows, conclusively, that to prepare this advertising copy and to secure the greatest results with the least loss of effort requires the broadest and deepest understanding of human "springs of action;" either on the part of the one directly preparing the copy or of the one who directs its preparation and censors the effort, whether in manuscript, proof, typography or illustration.

This breadth of knowledge and depth of understanding can follow only upon contact, observation and experience, and then only in the case of one temperamentally adjusted to its teachings and capable of its absorption.

The mature business man, who has fought his way through the vicissitudes of business life, is a much safer guide to what should enter into advertising copy, no matter how much he may lack the ability to put it there, than is the young and impulsive candidate for the ad writer's position. Youth is impatient of restraint in this as in other directions and is prone to insist that it "knows more in a minute than the 'old man' knows in a week" about how to advertise. **And it cannot be too emphatically borne in upon the consciousness of him who pays the bills, that it is most important of all that whatever writing is done, should be done on a basis of profound understanding of human and business conditions, rather than upon the cutest or acutest ability to wield words.**

When a business has grown to the point where its ad-

vertising is of sufficient volume to require superintendence, it follows that this superintendence should equal, or if possible exceed (in experience), that of the man who pays the bills. Yet, the common practice is to entrust it to help which can be obtained most cheaply—to the writer who will accept the smallest remuneration, or to the agency which will make the deepest cut in the generally accepted rate. It is small cause for wonder, then, that so much advertising "copy" fails to fulfill its mission and that so much advertising is placed in mediums which are not positively known to be the best for getting results from whatever copy may be used.

Bringing this rather general argument down to the concrete subject before us, the Department Store, we find the same conditions. Except in a very few—the "Best and Better" stores—we have already seen that there is practical unanimity in failure to effect an organization which can bring to the advertising the benefits of business experience and systematic, continuous analysis.

The merchants and merchandisers insist that their business experience makes them the natural dictators of what shall be advertised and how it shall be advertised They further argue that their experience is all-sufficient, and that it need not be supplemented by similar experience of the ad man. They argue that the ad man's equipment is sufficient if it embraces a fair knowledge of the correct use of English and a thorough knowledge of printing and engraving technique. And to a man of this limited equipment it follows that they expect to pay only a

nominal salary. That, in pursuance of this policy very **few Department Stores are realizing all the possibilities of profit which they might derive from a broadly organized advertising department** follows as a matter of course.

Advertising "copy" cannot be correctly regarded as something apart or separate from the merchandise or business practice, yet it is largely so regarded by most Department Stores.

To write "copy" requires no very great talent or experience. To "advertise" a big business **most profitably for the least outlay** requires broad and deep experience, and possession of that faculty which in a journalist is described as "a nose for news"—the faculty which **intuitively** finds and selects the fitting expression and fitting medium at the fitting moment.

In the grinding out of advertising copy the Department Store usually divides the responsibility. It places the responsibility for selection of merchandise to be advertised and mediums to be used, upon the general management, which has a very keen but very narrow knowledge of merchandise and merchandising. And it places the responsibility for the copy on one who has a very keen but usually narrow perception of the limitations of "copy." The inevitable result is the product of two narrow views, and a failure to reap adequate rewards, or the fullest possible returns.

In the case of those stores which have had the foresight to combine in the advertising department the knowledge of merchandise, knowledge of copy making and



STEWART DRY GOODS CO.
Retail Department Store
New York Store.

July Vacation Sale of Summer Merchandise

Extraordinarily Special Prices Mark This Selling As Unusual

This selling of fine summer merchandise will be hailed as good news by those women of this community who are familiar with the special price events of this store. In this Vacation Sale the underprices are unusual in the extreme and the merchandise is in every instance of superior quality.

Vacation Requisites in TOILETS

La Dahlienne Face Powder; value per box 35c—Special at 25c
Honey Almond Cream; value per bottle 25c—Special at 10c
Violet Ammonia; value 25c—Special at 10c
Face Chamois; value 10c—Special at 5c
Bust Tweezers; value 25c—Special at 7c
Flexible Steel Nail Files; value 25c—Special at 10c
Peroxide; 4-oz. size—Special at 7c
Peroxide; 8-oz. size—Special at 14c
Colgate's Talcum—Special, per box 15c
Cuticura Talcum—Special, per box 10c
Mum, for perspiration—Special, per box 20c
Sanatas Tooth Powder—Special, per box 25c
Pozzy Powder Bombs; absorbs perspiration—Special, each 19c

Extra Special Values in Women's French and Domestic Muslin Underwear

Startling Economies Are Presented at Every Turn in This Great Selling

Corset Covers, of fine nainsook; round neck; some trimmed with lace and others with dainty embroidery; all have fine beading run with ribbon; value $1.25—Special 98c

Corset Covers, of nainsook; low, round necks; one row of fine embroidery insertion and embroidery beading and edge; others lace trimmed; values $1.25 and 98c—Special at 69c

Corset Covers, of nainsook; some with fine torchon lace and some with fine embroidery, beading and ribbon; values 69c to 98c—Special 49c

French Chemise, of fine French muslin; round neck, with hand-embroidered scallops; dainty sprays of embroidery on front of chemise; value $1.75—Special at 95c

Dismade Corset Covers, of fine batiste; neck finished with scallops and eyelets run with ribbon; embroidered sprays on front and back; value $1.50—Special at 95c

Corset Covers, of nainsook; one row of fine torchon lace insertion, lace beading and ribbon; also several styles with Val. lace and embroidery; values 50c and 75c—Special at 25c

Gowns, of very fine nainsook; round neck, scalloped edge; front and back of gown tucked in clusters of fine tucks; value $1.50—Special at 95c

Corset Covers, of nainsook and cambric; some right finish, and some French style, lace and embroidery trimmed; values 50c to 75c—Special at 39c

Drawers, of cambric and nainsook; umbrella style; lace and embroidery trimmed; values 69c to $1.25—Special 69c

Drawers, of nainsook and cambric; deep ruffle and tuck; some lace trimmed and others embroidery trimmed; value 69c to 75c—Special at 49c

Drawers, of cambric; umbrella style; deep flounce with tucks and edge of lace; several other styles with embroidery trimming; values 59c to 69c—Special at 39c

Gowns, of soft-finished cambric; low, square neck, trimmed with band and beading-lace; kimono sleeves; value 75c—Special 39c

Dressing Sacques, made kimono style, of finely figured lawn and finished with button-hole edge; value 69c—Special 39c

Vacation Requisites in TOILETS

Colgate's Talcum Water—Special 75c
Rubber Tissue Cases; regular $2.50 value—Special, 98c $1.40
Rubber Tissue Cases; regular $2.00 value—Special 50c
Rubber, for softening and preventing hair—Special, box 25c
Pebeco Liquid Face Powder—Special, per bottle 50c
Bathing Brushes—Special 75c
Unbleached Bleaching Cream—Special, each 10c
Hand Brushes; value 25c—Special, each 10c
Tooth Brushes; value 25c—Special 10c

Picture Frames

8 green, inverted cloth; values up to 75c each—Special 25c
Dainty Silver Toilet Sets; 5 pieces; each $10.00 made; comb, brush and mirror—Special, each $3.75
Fancy Dainty Silver Jewel Cases; values $7.50 to $9.00—Special $3.25

July Prices in Women's Summer Neckwear

Jabots, in double effects, trimmed in lace; Lace Dutch Collars and Medici Dutch Collars, trimmed in lace, and lace-and-net Lace Stocks; values 35c—Specially priced at 25c
Lace Yokes, in both round and square effects; Hand-embroidered Jabots and Real Irish Lace Collars; value $1.25—Special at 50c
Real Irish Lace Dutch Collars and large Imported Lace Yokes; regular prices $2.00—Special at $1.00
Paradise Silk Handkerchiefs; value $1.50—Special at 75c
French Hand-embroidered Linen Collars; values to $1.00—Special at 25c
Mother Boxes; regular value 25c—Special at 15c

July Prices on Waists

Lingerie Waists; former price $1.25—Special at 95c
Waists, in full-ruffled fabric, finely tucked and pleated—Special at $1.50
Handsome Lingerie Waists; regular price $5.00—Special at $2.98
Unexcelled Jap Silk Waists, in black only; value $5.00—Special $2.98
Odds and Ends of High-grade Waists, in many distinct styles—Special selling prices the end 49c
Waists, of white batiste; elaborately trimmed in Val lace insertion and Baby Irish lace; exceptional value—Price $2.50
White Batiste Waists; made with down-line pin tucks; embroidered bands and Val. inserting down front; back richly trimmed—Special $4.00
Ladies' Tailored Waists; made of extra quality batiste; tucked all over in fine pin tucks; cuffs have deep inserting; fastened with crochet buttons—Price $5.00

$1.00 Women's Silk Gloves 55c Pair

Women's Milanese Silk Gloves, 12 and 16-button length, Monmouth style, double finger-tipped; white, black and colored tucks and clasp; usually $1.00— Special, pair 55c
KAYSER'S Gordon Chamoisette Gloves; 2-clasp; white and yellow; washable; full fitting; Kayser's best quality; usually 75c pair—Sale price, pair 50c
Women's 16-button-length Silk Lisle Gloves; Monmouth style; silk point embroidery; washable; white, black and all the new and staple; usually 59c pair— Sale price, pair 39c
Women's 2-clasp Washable Chamois Gloves; P. K. M. sewn; overseamed and embroidered backs; English cut ..... ; usually $1.00—Sale price 79c
Women's Imported Chamoisette Gloves; natural colors; two-button length; washable; two-clasp embroidery; usually 75c—Sale price, pair 39c

Summer Footwear at Special July Prices

SOME OF THE MOST POPULAR STYLES OF SUMMER FOOTWEAR.

For the sake of convenience the above lots have been divided into three lots and arranged as tables accordingly for this selling.

Lot 1—Are Island Dark Ribbon Ties, in select 9 ..... $1.89
month the store; regular value $2.25—Special at .....
Lot 2—Boys' and Youths' Low Shoes; $2.50 and $2.00 values—Special $1.98
Lot 3—Oxford and Ankle-strap Pumps; patent calf and kid and vici leathers in the assortment; values $3.50 and $4.00—Special $2.48
Lot 4—Bicycle and Golf Boots; tan calf and White Canvas Boots. They are the most exclusive summer— Special $4.00

STEWART DRY GOODS CO.
INCORPORATED
IN CONNECTION WITH JAS. MCCREERY & CO., NEW YORK

Special July Prices On Women's Summer Knit Underwear

Women's Pure White Swiss Ribbed Lisle Thread Union Suits; low neck, no sleeves, silk taped, tight knee and umbrella; lace trimmed; nicely shaped and finished— July Sale prices, each 50c
Women's Pure White Sheer Lisle Thread Union Suits; square neck, no sleeves; hand-finished silk ribbon trimmed; tight knee and umbrella; deep Val. lace trimmed; lace finished— July Sale prices, each 75c
Women's White Ribbed Gauze Cotton Union Suits; low neck; no sleeves; taped at neck and arms; umbrella; lace trimmed; nicely shaped and finished—July Sale price, each 25c
Women's Swiss Ribbed Gauze Lisle Thread Union Suits; square neck, no sleeves; hand-finished silk ribbon trimmed; tight knee and umbrella, deep Val. lace trimmed; lace finished—July Sale price, each 85c
Women's Swiss Ribbed Sheer Silk Lisle Thread Union Suits; square and V neck; hand-crocheted silk ribbon trimmed; tight knee and umbrella, lace trimmed; splendid make and finish—July Sale price $1.50
Women's Pure White Swiss Ribbed Gauze Vests; taped at neck and arms; low neck, no sleeves; full length—July Sale price 10c
Women's Pure White Lisle Vests; low neck, no sleeves; silk ribbon trimmed; nicely finished— July Sale price 15c
Women's Swiss Ribbed Vests; square neck, no sleeves; plain and lace yoke and arm straps with ribbon; full size bodies—July Sale prices (3 for 50c.), each 19c
Women's Swiss Lisle Vests; ribbed weave; low neck, no sleeves; plain and fancy crochet neck, silk ribbon trimmed; splendid finish—Sale price, each 25c
Women's Imported Swiss Lisle Thread Pure White Vests; square and V neck; hand-finished silk ribbon at neck and arm; made in Switzerland—July Sale price, garment 39c

Annual July Clearance Sale of Parasols at Half Price

Special Selling of Women's Apparel July Underpricings on Desirable Merchandise

Long Paisley Coats, for carriage, evening, street or travel— Specially priced at $25.00, $20.00, $18.00, $15.00 or $10.00
Long Linen and Crash Coats; dust proof and very comfortable for motor travel— Specially priced for this sale at $12.00 and $6.00
White and Black Check Wool Coats; very stylishly made—Special at $35.00, $25.00 and $17.50
Gingham Dresses, that have a snap and go about them; value $5.75— Special at $3.95
Cloth Suits, for outdoor wear; every suit is beautifully tailored in the most pleasing and attractive styles; values $50.00 to $75.00—Specially priced for this selling at $25.00
Linen Skirts, in white and colored; perfectly tailored and beautifully fitting— Price $5.00
White Pique Skirts; full 10-gore; the very latest in tub skirts— Special at $3.00
Tailored Suits, of linen, poplin and Panola; every suit in perfect style; value $15.00— Specially priced at $8.95
Linen Suits; handsomely embroidered and trimmed; values $25.00 and $20.00— Specially priced at $15.00
Lingerie Dresses, in a large and attractive assortment—Special at $9.75 and $7.50
Imported Linen and English Poplin Dresses, with collar and button down the front—Special at $6.75

Extraordinary Reductions On Trimmed Millinery

Beginning Tuesday, the Millinery Section will inaugurate the most decided reductions of the season. Included are Flower and Lace-trimmed Hats, Black and Natural Hats—Hats, of all shapes and trimmed in almost all the most desirable modes.

For the sake of convenience selling the entire stock has been divided into 3 lots:

Lot 1—Special at $1.98
Lot 2—Special at $2.98
Lot 3—Special at $4.98
Lot 4—Special at $6.98
Lot 5—Special at $9.98

July Prices In Women's Handkerchiefs

Hand-embroidered All-linen Handkerchiefs; value 15c—Special at 10c
Dainty Sheer Armenian Edge and All-linen Hand-embroidered Sheer Handkerchiefs; value 25c— Special at 15c
All-linen Hand-embroidered Initial Handkerchiefs; regular price 25c—Special at 10c
All-linen embroidered sheer effects; hem stitched; value 35c—Special at 25c
Novelty Colored Initial Handkerchiefs; regularly 50c— Special at 25c

$1.00 Silk Stockings at 65c

296 Pairs in the Sale

This offer is made upon the remaining portion of three splendid values, which were bought at less than cost to make. The three lots offered a wide range of styles in black only; regular sale price $1.00—Special for the morning 65c
Women's Imported Lisle-thread Stockings; fancy-ribbed black; also white and colors; double sole, high spliced heel and toe, double garter top—Special price, 2 pairs for $1.00; or, each 35c
Women's Imported Lace Lisle Stockings; silver and boot styles; clocked effects; black, tan, navy, garnet, brown; high spliced heels and toes; double soles and spliced heels— Specially priced at 50c
Women's Imported Extra Fine Gauze Lisle Thread Stockings; fancy lace; garter top; spliced heel and toe, double sole; Hermsdorf dye—Specially priced at 25c
Women's High-grade Imported Silk Lisle Stockings; fancy black lace-effect; white top, heel and toe and double garter top; spliced sole and toe—Specially priced at 50c

Summer Clothing For Children

Rompers, Undergarments and Night Gowns

Children's Gowns; high or low necks; yoke of embroidery and lace edge, and short sleeves; good quality of muslin; sizes up to 16 years; broken lots—Special 69c
Children's Rompers; denim or gingham; solid or striped; kimono or skirt style; sizes from 2 to 6 years; broken lots— Special 25c
Children's Pants; good quality of muslin; hemstitched or ruffled top; trimmed in fancy embroidery; sizes 2 to 9 years; broken lots—Special 18c
Children's Pants; muslin or nainsook; trimmed with embroidery ruffle; also some of lace insertion and deep lace edge; sizes from 2 to 6 years; broken lots—Special 25c
Children's Gowns; high or low neck; embroidery or lace trimmed; good quality of muslin; sizes from 2 to 6 years; broken lots—Special 49c

Special July Prices On Boys' Suits and Trousers

100 Wash Suits; broken sizes, selected from the best styles of 1 and 2 years; all sizes in the lot; values $2.50 to $3.00— Special $1.95
Wash Trousers; sizes 2 to 10 years; in khaki, gray and linen corduroy, blue chambray and plaid gingham; the $1.00 values now offered—Special at 50c
Wool Suits, with knicker trousers; sizes 7 to 10; belong but here in a quantity selling; values to $7.50— Specially priced at $4.50
Rompers and Overalls—Special 50c
Rough Rider Suits—Special $1.00

STEWART DRY GOODS CO.
INCORPORATED
IN CONNECTION WITH JAS. MCCREERY & CO., NEW YORK

Type of advertisement commonly used by Stewart Store. No cuts, just description of article and price.—Louisville Courier-Journal.

knowledge of human springs of action, we see **the fullest development of forceful, virile, original, diversified and resultful advertising.**

And this brings to view another of the features of Department Store copy—the quite general imitation of the advertising style and expressions of the successful stores, applied to other stores of different caliber, whose merchandise and methods they do not fit. And this imitation brings about many ludicrous situations which are little short of burlesque or travesty on advertising rightly understood and intelligently conducted.

Understanding of Human Impulses the Basis of Advertising, Character of Display and Selection of Mediums.

In the preceding analysis of the different grades of Department Stores and different grades of advertising it has been conclusively shown that these are based on different groups of city populations, with widely differing and often diametrically opposite impulses and springs of action.

That this is not widely or generally understood, and that too little thought is given to the possibilities of its study, is shown by the following quotation from a recent issue of the monthly magazine of a reputable advertising agency:

"Don't waste time thinking of human nature, you will find that we are all marvellously alike." Nothing could be further from the truth, and no philosophy of

advertising practice could more surely and certainly lead to non-productive advertising expenditure.

There is no need to repeat the elucidation of the differences in habits of thought. This has been done with sufficient clarity to enable the reader or student to pursue the investigation into its many ramifications and intricacies which his individual environment may inspire.

But the further fact remains, that based upon these investigations must not only be built the style of appeal, but upon these same investigations must rest the choice of mediums in which to publish the appeal.

Variety in Newspapers.

Just as there are "refinement," "mediocrity" and "cheapness" in various groups of population, mirrored in the same qualities in different groups of Department Stores and their advertising as well as their management, so there are in all these large communities newspapers which reflect in evident measure these same qualities of "refinement," "mediocrity" and "cheapness," and provide the natural medium for the expression of these attributes.

The apportionment of the advertising of a Department Store among these differing newspapers, if done on a purely business basis, without fear or favor (which is not always the case), requires a close study of their characteristics and their circulations. A proper advertising or-

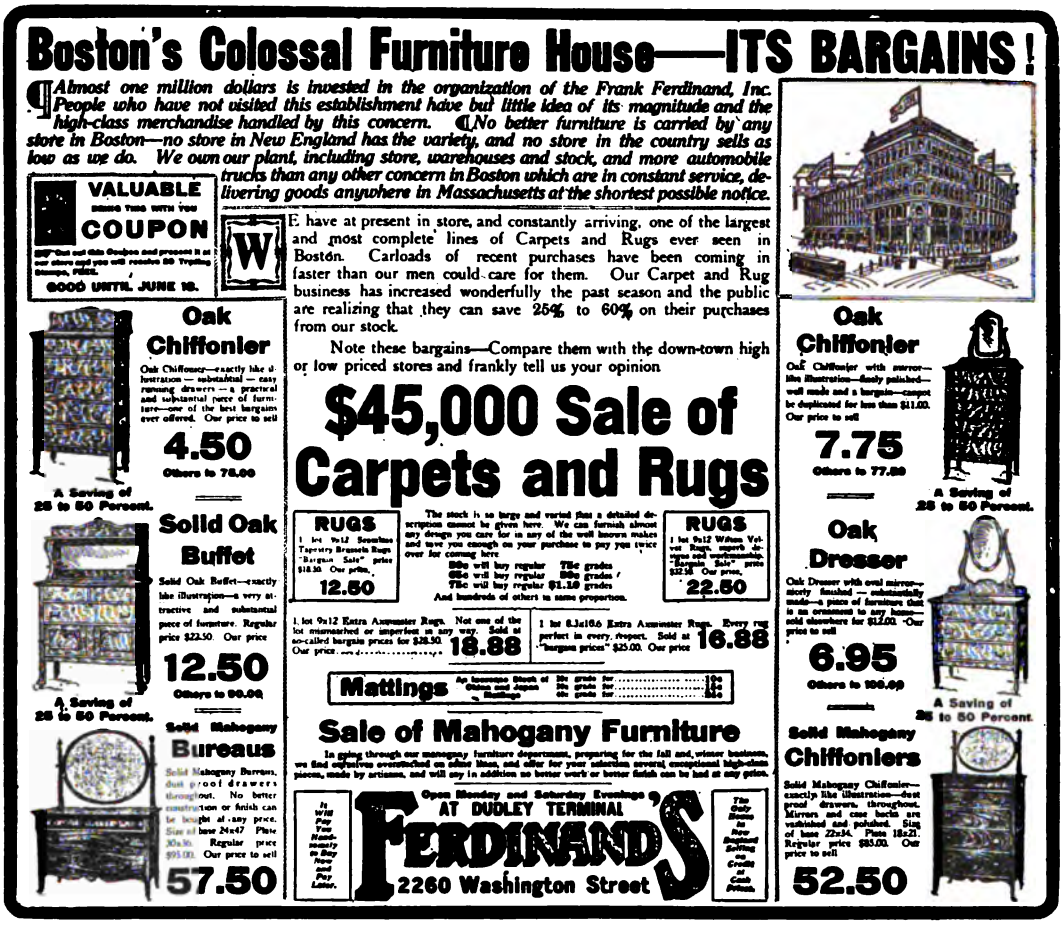
ganization will discover and utilize many means for analyzing newspaper circulations, keeping tab on their fluctuations and arriving at definite conclusions on the methods by which various mediums may be made productive.

All newspapers, like all advertising mediums, have **some value.** The effort must be not so much to exalt some and to exclude others, as to suit the appeal to the possibilities of response.

The largest circulations are not necessarily the best producers, unless the appeal fits the character of the readers; yet, properly used the daily newspaper is the greatest, most direct and most productive of all advertising mediums yet discovered.

There are newspapers whose circulation is almost entirely among the more refined classes of the community—who are natural readers and who take the newspaper they want because it best satisfies their ideas of the proprieties. These newspapers usually have a limited circulation, numerically, but the fact remains that their entire circulation is productive, because the papers are bought to be read.

There are newspapers which combine a certain dignity and deference to the proprieties with a certain amount of attention to meeting the less cultured—the great middle class—on the plane of familiarity. These usually have the largest circulations because they combine reliability with readability and provide enough of the lighter and less serious matter to catch the fancy of the less earnest. These newspapers are remarkably sure of producing re-



More white space and lighter type would make this more pleasing to the eye and easier to read even for the class of readers for which it is intended.—Boston Globe.

sults for advertisers most nearly commensurate with their rate.

There are newspapers, usually of very large circulation, which are simply panderers to the sensational—filled with startling stories largely devoted to crime, full of exaggerated emphasis on scandalous features of private life, printing many editions daily and furnishing, in unsold printed copies, a bulky substitute for pulp to the paper mills. These naturally carry much advertising of the same general character as that of the paper itself and to that same extent impair their usefulness for the legitimate advertiser of a legitimate business. They are the best evidence extant that mere volume of circulation by no law of necessity produces volume of results. Their readers usually give but cursory attention to the text matter of these papers, being apt to be satisfied with glancing them over for material for the light gossip which forms the basis of their own social intercourse. To but few of their readers do these newspapers carry the stamp of authority. Naturally the advertising suffers the same fate as the reading matter. They are "cheaper" even than the cheap stores, and even the cheap stores find it difficult to interest or convince or strike a responsive chord from the readers of these heavily circulated newspapers.

This is a general analysis. It is susceptible of further analysis into infinite detail, which cannot be attempted here, but which should be carefully conducted by every serious advertiser whose sole object is to get adequate returns, in sale of merchandise, for his advertising ex-

penditure. This further analysis cannot be done once for all—it must be sustained and continuous, to keep in constant touch with fluctuations and changes, which are as frequent in the newspaper world as in any other.

It must be borne in mind that the great bulk of Department Store advertising is done, as it should be, in the newspapers. The business and merchandise departments of these stores are keen to note fluctuations or changes in quality of merchandise they buy. And they should demand of a properly organized advertising department the same keen supervision over the quality of the mediums to which the advertising money is paid.

The character of the "copy," or appeal, always harmonizing with the character of the store, should harmonize as well with the character of the newspaper's readers.

Lacking the analysis and genuine understanding of the newspapers, just described as necessary, most Department Stores fail entirely in an intelligent differentiation of appeal in accord with the differences in classes of readers. The copy prepared for one paper is usually, in whole or in part, divided among the other papers in proportion to the appropriation made for each. That much of the space, thus filled in haphazard fashion, is non-productive or produces little result in comparison with its cost, cannot be a cause for wonder under these circumstances.

The proper preparation of different copy to fit these different newspapers, and the proper study and tabulation of information on which to base the preparation of such

copy, requires a larger, broader and more intelligent advertising organization on the part of the great majority of stores. Unwillingness to concede the necessity for this absolute information causes a failure to supply the organization to secure it, and much good money is misspent in misdirected or undigested effort.

Subsidiary Advertising of Department Stores.

This subject opens up a wide field for investigation and discussion, which will inevitably bring us back to the primal fact of insufficient as well as inefficient organization of Department Store advertising.

The possibilities for subsidiary advertising are limited only by the size or population of the community and its suburbs. These possibilities are less clearly understood than are the possibilities of newspaper advertising and in nearly all department stores this advertising is neglected.

Directness of appeal, for specific results, is necessary in all department store advertising. The national advertiser, whose commodity is sold "by all dealers," may profitably spend part of his appropriation for "sentiment creating, general publicity." The department store that spends any appreciable sum for electric signs, for posters, for wall paint or for street cars, on the theory that it is thereby fostering a favorable general sentiment, is simply throwing away that much of its advertising money.

No such signs or advertising can be devised of sufficient



This advertisement is hardly arranged to best advantage and too much big type is used. —The Boston Globe.

strength to inspire immediate response, and delayed response is very uncertain, because there is only one spot, the store itself, to which the customer can go. Such advertising, lacking entirely the power to create an "immediate impulse," should be very generally tabooed by the department store. (In parenthesis I might add that the same kind of advertising can be very profitably employed by the National advertiser whose product is "sold by all dealers.")

"**Novelties can rarely be profitably used** by the Department Store, because in most cases they are lacking in this same quality of inciting to direct or immediate response. The novelty is largely relied on to create simply a "favorable attitude." And this "favorable attitude" loses its advertising value in the case of the Department Store, because that attitude is of necessity created and kept alive by the multitude of direct activities of the store itself. Occasions may arise wherein a novelty may possess some of the attributes of direct and instant incentive. When such an occasion arises or such a novelty presents itself for consideration, the wise Department Store advertiser or other advertiser will show his wisdom by his instant use of it, as well as by the manner in which he uses it.

Directness of appeal, to which is expected direct and immediate response—the offering of a cogent reason why the reader should investigate specific merchandise at the one store of the advertiser: this must be the characteristic of the subsidiary as well as the newspaper advertising of the Department Store.

Leaving out, therefore, as negligible, the field of outdoor display, street car and novelty advertising and other forms usually consigned to the category of "General Publicity," there remain possibilities for business development by subsidiary advertising, whose importance and profitableness can hardly be overstated; whose cost is small compared with the cost of newspaper advertising, and yet, these possibilities are almost universally neglected or else handled in a manner at once inefficient, insufficient and lacking in exact understanding of its field and its power.

Here, more even than in its newspaper advertising, the lack of proper organization prevents the Department Store from realizing on its advertising possibilities. It is doubtful if there are in the entire United States a dozen big Department Stores whose advertising is organized understandingly, as regards the possibilities of the circularizing field.

Neither is it part of the purpose of this exposition of Department Store advertising to enter into definite details of how this should be done. But in a general way it may be made sufficiently clear to enable the merchant to grasp the idea of its possibilities and to impel him to broaden his view of what properly constitutes an organization for carrying on this work.

Maintaining a Census

The Advertising Department should maintain an approximately correct census of the entire city and tributary population, covering every point of buying power with which the store in its various activities must deal.

After the first cost of such a census its maintenance is inexpensive.

From this census information, lists should be constantly compiled and maintained on a basis of correctness, enabling circulars and booklets to be issued whenever occasion arises and to be so carefully mailed that there is little or no lost ammunition. Lists can be so maintained that practically every circular or booklet mailed will fall into the hands of those who are, or may become, interested in the specific articles the circular advertises or in the subject to which the circular is devoted.

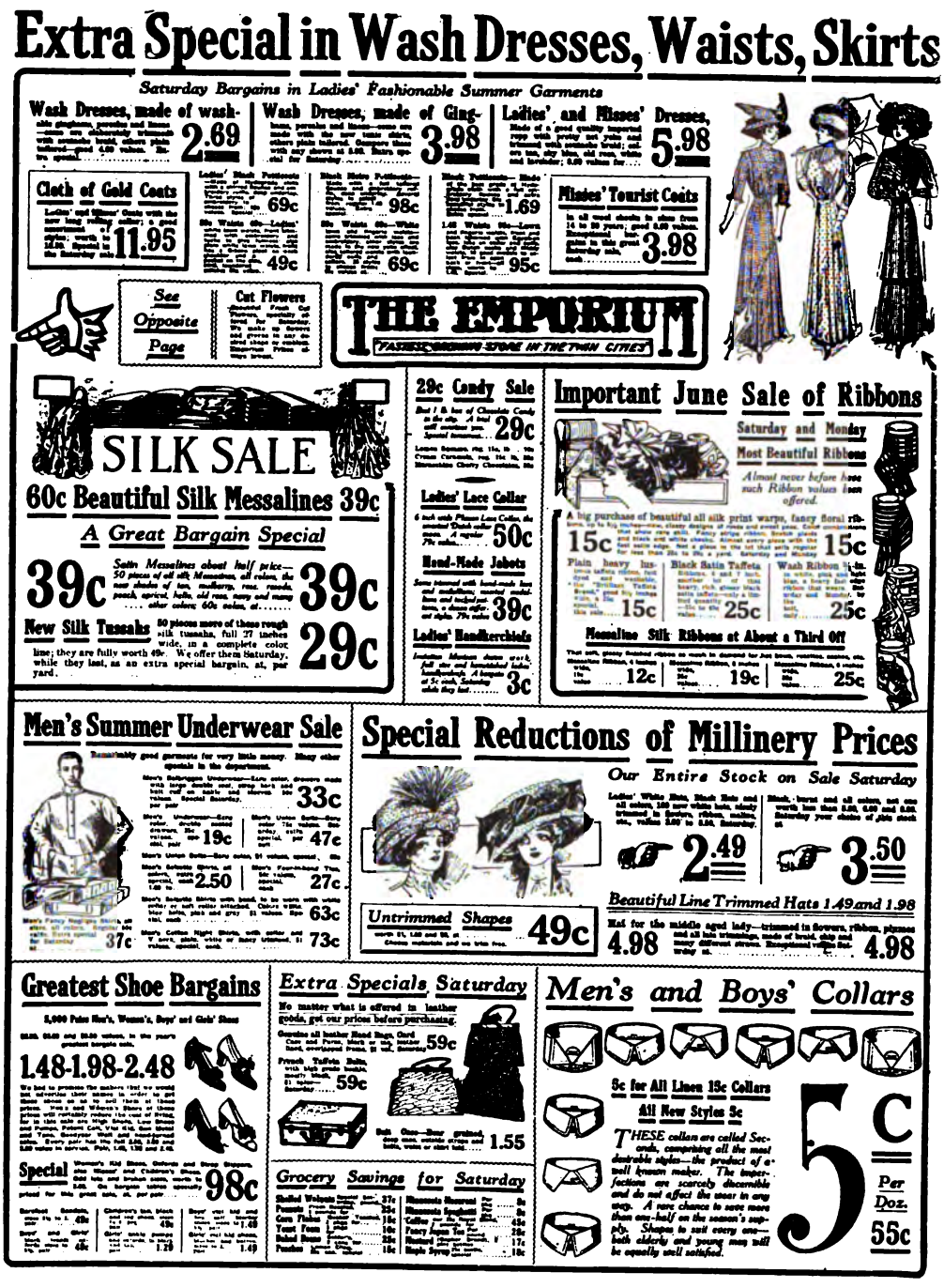
The possibilities of these lists are limitless. The profitableness of advertising well and carefully done along this line is positive. The results from such advertising, compared with the cost, are immense.

Compared with any other form of advertising, even newspapers, there are possibilities of direct results in a properly conducted circular campaign, showing greater returns on amount expended than any other form.

It must be recognized and constantly borne in mind, however, that, just as it offers the most profitable avenues for business building, in the same proportion it demands intelligent administration and constant watchfulness. Failing this, it falls flat. And that is why it is so little regarded.

Far more than all newspaper advertising, the circular campaigns can be relied upon to build up a loyal clientele for the Department Store that makes intelligent use of the circular possibilities.

Of course, if lists are carelessly compiled or allowed to



Too many lines and heavy type used. Advisability of putting name of firm in body of advertisement may also be questioned.—St. Paul Dispatch.

fall into incorrect medleys, results will be proportionate to the carelessness and other troubles will accumulate in the same proportion.

If bachelors are sent circulars of infants' wear, if spinsters are sent circulars of haberdashery, if clerks are sent circulars of automobile supplies, if childless families are sent circulars of boys' and girls' clothing, if boarders are sent circulars of housekeeping supplies, if the horseless are sent circulars of harness, if men are sent circulars of feminine apparel and women are sent circulars of men's overcoats, if dandies are sent circulars of brogans and mechanics are sent circulars of diamonds (all these sins are being constantly committed by the slipshod organizations of Department Stores), circularizing is abortive. Carefully and intelligently handled, as to lists and as to subject matter, there is no other form of advertising work so productive.

* * *

Proper organization of a responsible Advertising Department will further take advantage of the advertising possibilities of the store's package and delivery system. No package need leave the store without containing some kind of an attractive circular. All stores make some use of this avenue. But it is only occasional and sporadic. Intelligent conception of possibilities and efficient use of these possibilities are usually lacking.

* * *

The advertising value of the creation and maintenance of points of distinction—of individuality—about a store is apt to be underestimated by the general management, but

would be fostered successfully by an intelligent advertising manager at the head of a broadly organized department. The development of points of excellence and the impressing of these points on the public's consciousness is advertising work of the highest order.

The store that expects to exist in the next generation makes a serious mistake if it fails to make a favorable impression on the boys and girls of the present generation. The impressions of childhood are the strongest, most ineradicable impressions of life. The store that makes favorable impressions on the rising generation has a reasonable certainty of holding a large proportion of the trade of this generation in the next. In a general way this is crudely recognized by most stores. But a properly and broadly organized advertising department would take such work seriously in hand and do many times more of it—and do it many times better than it is usually done at present.

* * *

Annual events—exhibits, shows, celebrations—in which different sections of the populace may be made to take a genuine interest, are susceptible of doing excellent work if properly understood and properly handled by a properly organized advertising department—baby shows, children's shows, flower shows, picture shows, mechanical shows, fruit shows, and other features without number, can be made intensely interesting and reasonably profitable if the work is intelligently comprehended and efficiently handled.

Window display advertising is fairly well understood and fairly well handled by most stores. That the best results and greatest efficiency is obtained in window advertising where it is under the direct supervision of the Advertising Chief, is proven to the satisfaction of those who have made a study of this point. Where the general management dictates the windows, or the window dresser does it independently, their usefulness is somewhat curtailed.

* * *

Store signs and show cards are a means of publicity that should be given more serious thought than is the case in most stores. The further the store is removed from the "best and better class," the less attention it gives to the sign and show card possibilities; and we find in many very pretentious establishments signs and show cards that would be a disgrace to a cross-roads general store—ill constructed, poorly painted, cheap and tawdry and often dirty. A properly organized advertising department would recognize the importance of maintaining such work on a plane of excellence, which is not possible when its responsibilities are assumed by an overburdened general management.

* * *

Mail Order Advertising by Department Stores

The centralization of national and world markets (retail) in recent years is evidenced most conclusively in the remarkable growth of what is known as the "Mail Order Business." This is treated as a separate subject else-



The excessive use of superfluous lines and heavy type make this advertisement look crowded.—Boston Globe.

where in this work, and as a separate institution needs but passing mention here. But, just as it is an important and growing factor in the general advertising and business world, it is also a growing and important development in the activities of the Department Store.

All Department Stores in the largest cities do some Mail Order business. The extent, volume and value of this Mail Order business by these Department Stores depend largely upon the location of the city and the character of the store.

Mail Order Business having developed to more gigantic proportions as a separate institution in the West than in the East, we find Eastern Department Stores more deeply involved and interested in their Mail Order Departments than are the Western Department Stores.

But, both East and West, in the Department Stores, the Mail Order feature is developed, organized, sustained and expanded, most generously in the "Best and Better" class of stores, whose organization throughout appeals to those groups of population which give largest thought to the amenities of life and living. This is true, because these are the groups of population which can be most readily influenced to anticipate their actual daily needs, to study the best means of securing the things they need, to take advantage of modern means of intercommunication and transportation and to appreciate the stability of the institution, however far from their own homes, which presents to them the means of securing that which their local stores

may not carry in stock, or to purchase at a lower price the same goods carried by the local stores.

A very considerable Mail Order business comes to each of the largest stores in the largest cities, directly from its advertising in the Daily Newspapers. This is evidence of the widespread interstate circulations of the great metropolitan dailies.

The extent of this natural Mail Order business varies considerably with the character of the store. The "Best and Better" stores get the most of it. The "Popular Price" stores get considerable and the "Cheap" stores get the least. But all of them get enough to create the need of a "Mail Order Department" of more or less efficiency to take care of it.

Unless the volume of this Mail Order Business is large, it is unprofitable to a Department Store, as the extra expense of even an inefficient organization, if charged against the Mail Orders handled instead of against the merchandise departments patronized, would entirely wipe out the profits of any but a large volume.

Merchandise carried by the Department Stores is, generally speaking, insusceptible of wide standardization. This is more true in certain stocks than in others, is more true some years than in other years.

The Department Store may strongly advertise a certain line one day and within a week be entirely sold out of that line, which is replaced by something entirely different.

Successful Mail Order business requires great stability

of stocks—that the thing pictured in a catalogue or described in an advertisement shall be identical with the merchandise sent on order, no matter how long after the catalogue was issued or the advertisement appeared. The difficulty of maintaining stocks on such a basis for mail orders in addition to the transitory stocks carried for city trade, retards the Mail Order business of the Department Store and piles up its troubles, as compared with the distinct "Mail Order House" which concentrates all its efforts and work on the standardization of every possible kind of merchandise to a point where mail order patrons may get exactly what they order—no matter when or how.

This difficulty aside, however, and its mail order business considered by itself, the same rules that apply to catalogues, lists, and advertising of Mail Order houses, apply to the Department Store.

* * *

Advertising of the Smaller Department Stores

In all of the foregoing the elucidation of conditions has dealt with the largest stores in the largest cities; with stores whose annual business runs into millions of dollars and whose activities are all based on immense metropolitan populations.

But every American city of 25,000 population now has one or more department stores, modeled, as much as its smaller field will admit, upon the big establishments and



One good cut in place of this decorative border, which is not in keeping with the tone of copy, would make this a better advertisement.—Boston Globe.



Some "selling" explanation as to special prices would make this advertisement more appealing.—The Boston Globe.

copying as far as possible the business methods of the big stores in the largest cities.

Even in some cities of 10,000 to 15,000 population there are some fairly pretentious Department Stores, whose business runs from $100,000 to $300,000 annually and which make use of advertising as one of the chief avenues for expansion and widening of the business.

The question will naturally arise, and be asked, "How does all this elucidation of the methods of big stores under stimulus of immense populations, apply to the smaller merchant in the smaller cities?"

The answer to this question is simple. Advertising principles are the same no matter how large or small the public aimed at. Every point made, in connection with big advertising of big stores in big cities, applies with equal force to the smaller advertising of the smaller stores in the smaller cities. There will be in every instance differences in the application of the truth, in accordance with the different conditions confronting every individual advertiser; but the fundamental principles on which he must base his operations are always the same. And they are very simple. They are simpler, in fact, for the smaller merchant in the smaller city than for the big store. In the order of their importance, they may be mentioned as follows:

Study to know your public. Know exactly to whom you are catering, what they are likely to buy under natural conditions, what they can be induced

to buy under forced draft and what they can be educated to buy under changed conditions which you and your business may be instrumental in bringing about.

The whole science of merchandising, the only basis of success and failure for the merchant in the smaller city, even more than for the merchant in the metropolis, lies in the accuracy with which he gauges the salability of the merchandise he buys, at a remunerative margin of profit, at the smallest expense. After all is said and done, this is what the science of merchandising consists of.

It follows that the first and most important thing for every merchant to know—not to guess at, but to KNOW—is, who are the possible buyers for his merchandise. How many will buy this, how many will buy that, how many will buy the other thing, what inducements will be necessary to dispose of different kinds of goods. That is the first and great commandment, and the second is like unto it. What and whom is it possible to bring into a broadened and widened field of action for increase of business and expansion of tributary territory?

The merchant in every one of these smaller cities, as the foundation on which he will build his business and the basis on which he will spend his advertising money, should have a list of the entire population, classified according to buying power and character of probable buying—and he should keep this list up intelligently, for every little change in the industries of the town has a wide influence on the

population. The addition of a single industry means a change in thousands of dollars' worth of volume or kinds of buying power. The merchant should forestall this with a wideawake advertising plan, instead of waiting to have the needs forced on him by changes which wake him out of a dream. The loss of a single industry similarly, if not reckoned with in his buying, may leave him with a big lot of unsalable merchandise, to move which may eventually mean a loss of all the profit and even some of the first cost. Many, indeed most, of the failures or losses, are due to the simple fact that the merchant has failed to keep a watchful eye on the fluctuations of his population.

The modern idea of business is standardization. Bringing everything as near as possible to a basis of certainty. Removing as far as possible guesswork and hap-hazard from business practice.

What is true of the big corporations—the learning of what it costs to produce and sell and deliver merchandise, down to the smallest fraction of per cent, should be used by the small merchant to the same extent as far as his field of operation permits. He is too prone to guess at things—to imagine in a general way that this or that line of goods will sell or that this or that policy will win.

The same hap-hazard applies to his advertising, only in an aggravated form. Advertising is the last thing on which he is willing to spend money for introducing system, instead of being the first. And his advertising waste, in consequence, is usually far too large a percentage of his advertising expenditure.

Friday's Bargain Opportunities!

SHOP EARLY AND ENCOURAGE THE EARLY CLOSING MOVEMENT.

J. BACON & SONS

STORE CLOSES EVERY EVENING AT 5:30, EXCEPT SATURDAY, THEN AT 9 P. M.

White Goods and Linens

At Special Prices.

32-inch White York Linen; a fine linen-finish suiting; regular 15c value; Friday **10c**

60 Pieces White Goods, in fancy Swisses and white checked lawns; values up to 15c ... **10c**

60 Pieces Sheer Quality India Linen; special for Friday **6¼c**

100 Pieces 36-inch Longcloth; fine soft finish; $2.25 value; Friday, a piece of 12 yards..... **$1.80**

50 Tablecloths; German mercerized, 2¼ yards long; finished border all around; $1.50 value..... **$1.19**

Bleached and Brown Bed Sheets; seamless and made of good sheeting; 60c value..... **50c**

Marseilles Pattern Bedspreads; large double bed size; $1.50 value..... **$1.50**

Parasols Half Price.

Any Parasol in the house in silk, Shantung or linen at half price.

$7.50 grade	$3.75
$5.00 grade	$2.50
$4.50 grade	$2.25
$4.00 grade	$2.00
$3.00 grade	$1.50
$2.50 grade	$1.25

Drop-Head Sewing Machines

At Clean-Up Prices.



We have arranged to install a new Machine Department, with a different line of machines, and for that reason will dispose of the machines now on hand at great sacrifice. Complete with full set of attachments:

$35.00 Machine $20.00

$25.00 Machine, $14.00

We also have on hand some machines with slightly scarred cases for

$10.00 and $12.00

Machine Needles, Oils, etc., In the Basement.

Boys' Khaki Clothing Sale.

Clothes to make the little man comfortable this hot weather and clothes that will stand hard wear at reduced prices.

Suits and Pants

$2.00 KHAKI SUITS $1.48.

Made of tan khaki, with military collar and brass eagle buttons; full knickerbocker pants; sizes 6 to 15; Friday only $1.48.

$2.50 KHAKI SUITS $1.98.

Made in dressy double-breasted style of elegant quality khaki cloth, 8 to 17-year sizes.

50c KHAKI BLOOMER PANTS 42½c.

Made of good grade tan khaki cloth, in sizes from 3 to 8 years.

75c KHAKI KNICKER PANTS, 59c.

Full sizes from 8 to 17 years; will wash and wear well.

$2.50 INDIAN SUITS $1.19.
Made of khaki cloth; Big Chief style.

Hats and Caps

75c KHAKI HATS 46c.

Teddy, golf and trooper shapes; the only hats for bathing wear; sizes for boys of all ages.

50c KHAKI HATS 29c.

These are golf shape, with brims that may be turned down or up to suit the taste; stylish and serviceable.

25c BOYS' KHAKI CAPS, 15c.

In Eton shapes, and to be had with or without lining; all sizes.

Knit Underwear

At Special Prices.

Women's Bleached Ribbed Vests; full taped, regular and extra sizes..... **10c**

Wright's Bleached Ribbed Swiss Lisle Vests and Bodies; silk taped; 25c grade..... **17c** (6 for $1.00.)

Women's Bleached Ribbed Swiss Lisle Vests; Cluny lace trimmed yoke; 35c grade... **22½c**

Women's Bleached Ribbed Lisle Union Suits; low neck, silk taped; linen lace trimmed; umbrella style; 75c grade..... **45c**

Children's Capes Half Price.



Capes of fine lawn, daintily trimmed with fine lace and embroideries, also with ribbon rosettes and rosebuds, in a variety of styles—all sizes

50c CAPS 25c
$1.50 CAPS 75c
$1.98 CAPS $1.00

Also Straw Bonnets at HALF PRICE.

Barefoot Sandals



(Second Floor.)

Misses' Russia Calf Welted Sole Sandals; sizes 11½ to 2 ..... $1.25

Children's Russia Calf Welted Sole Sandals; sizes 8½ to 11 ..... $1.00

Children's Russia Calf Welted Sole Sandals; sizes 5 to 8 ..... 90c

Infants' Russia Calf Turn Sole Sandals; sizes 2 to 5½ 75c

Misses' Tan Calf Good Heavy Sole Sandals; sizes 11½ to 2 ..... 90c

Children's Tan Calf Good Heavy Sole Sandals; sizes 8½ to 11 ..... 80c

Children's Tan Calf Good Heavy Sole Sandals; sizes 5 to 8 ..... 70c

Women's Silk Gloves, $1.00 Grade, Friday

59c

We are making a special feature of $1.00 Silk Gloves for Friday; made with double-tipped fingers; black, white and colors at 59c.

Women's and Children's Hose

Women's, Children's and Infants' Full Seamless Black and Colored Hose; values up to 15c; Friday

8 1/3c

$2 Lace Curtains $1.50

Fine Nottingham Lace Curtains; regular $2.00 value; Friday's special price $1.50.

$15 Brussels Rugs $11.98

Fine Brussels Rugs; size 9x12 feet; worth $15.00; special Friday at $11.98.

25c Matting 18c

Fine Japanese Carpet Pattern Matting, in red, green and blue.

Too much sameness of type and too little explanation for special bargains, with great waste of white space.—Louisville Courier-Journal.

The Little Store's Advertising "Copy"

As a general principle, it is well for the merchant to realize that, the smaller his community the less feasible is it for him to copy or imitate the advertising "copy" or the style of advertising of the large department stores. The advertising of the big stores is necessarily impersonal. It deals with people in the mass or in groups, and pays no attention whatever to personal acquaintanceship. The smaller the community the more personal becomes the intercourse between the merchant and his customers. The customers in larger proportion are personal acquaintances or friends, and have a personal knowledge of his business affairs and stocks of merchandise.

It follows that, in his newspaper advertising, his circulars and letters and announcements, the smaller merchant in the smaller city cannot follow the same impersonal style as the big store dealing entirely without consideration of acquaintance and purely on the basis of merchandise values.

Just how far the more familiar tone may be carried or should be carried, remains for the advertiser to decide on the basis of his intelligent understanding of the local conditions.

How Much Should a Department Store Spend for Advertising?

This is the practical problem that confronts every merchant. It cannot be answered once for all. Like all other

business problems, its solution differs under different conditions. Some merchants do very well on an expenditure of 1 per cent of total income, for advertising. Others do not do so well on an expenditure of 5 per cent. Neither is this difference due entirely to bad management on the part of the advertiser.

Location, character of merchandise, volume of business, cost of selling, margin of profit, all have a bearing on advertising needs, and on the amount a safe and sane business policy demands for advertising purposes.

Some merchants regard all money spent for advertising as a purely expense item.

Some merchants regard advertising as partly expense and partly investment.

Some merchants insist that advertising, being expense, should be forced down to the lowest possible percentage on total business.

Some merchants argue that advertising, being partly expense, with a good will investment feature besides, should embrace as liberal a percentage as possible of total volume of sales.

There are conditions to be considered under which both of these classes of merchants may be either entirely wrong or entirely right in their deductions, or partially wrong and partially right. The shrewd and careful financier would not declare for the correctness of any of the conclusions, nor for the wisdom or unwisdom of the expenditures, without careful analysis of the individual conditions.

Seldom, however, can an advertising retailer secure a

fair return on his advertising expenditure for less than 2 per cent of total sales. Seldom, also, is it necessary or advisable for a merchant to exceed 5 per cent of total sales in advertising disbursement.

Between these two extremes, in the neighborhood of 3 to 3½ per cent, lies the middle ground of what may in most cases be considered a proper outlay for advertising.

With the increase in volume of business, the advertising percentage may be gradually decreased. As a general proposition, the smaller the business, the larger will be the percentage necessary to spend for advertising.

The decrease in this percentage with the increase in volume of total business will depend largely on the wisdom of the advertising done and of the house policy during the preceding period of growth.

If the advertising has intelligently considered and embodied features which have built up a loyal and permanent clientele while at the same time creating large volume of general trade, it will be easier to diminish the percentage as the business grows.

If, on the other hand, the business policy and advertising have looked only to transitory creation of volume, which had to be continually fostered by force—by continuous sensational pushing of bargains and job lots—the increased volume will have laid no foundation of good will and loyal patronage which would permit of any reduction of advertising percentage because of increased volume.

It is possible for certain farsighted management to conduct a business during its earlier years of expansion



There is little to this advertisement. If readers have become accustomed to small series of name plates they may recognize the advertiser. No one else would.—The Boston Globe.

and growth, so that, when it has reached a certain eminence it can, for a period of a few years, practically "rest on its oars." This is true of a business that has carefully and studiously attended to the building up of a reputation as well as volume. A reputation for square dealing, a reputation for quality, a reputation for service, a reputation for best values in various ranges of price—once such a reputation has been quite generally established, such a store can, without fear of loss, maintain its stride and continue its success, even if it reduce its advertising to 2 per cent and in some cases as low as 1½ per cent on an immense volume.

Such an establishment can, even, to all intents and purposes, reduce its expenditure for advertising to practically nothing, and increase its percentage of profits from 2 to 3 per cent for a year or two. But longer than that it could not rely on public adherence to loyal support in the face of continued and shrewd advertising by competitors.

To the Big Store, however, which has built up the reputation referred to, it is an asset which is worth hundreds of thousands of dollars in real, actual, pocketed profits every year in the single item of reduced advertising expenditure.

Except in such cases as the one just indicated, it is rarely possible for a Department Store to fall far below 3 per cent of total volume for advertising. This much is a reasonable allowance in computing the cost of doing business.

The Province and Functions of an Advertising Department

In all of the foregoing there has been only inferential suggestion. To the alert mind, whether familiar or not with the conditions pictured, there has been large opportunity to open the vision to the possibilities of Department Store advertising.

That these possibilities are realized in but very few instances of the most progressive Department Stores, must be as apparent to the reader as to the writer. The failure to realize the possibilities have been shown to be due to distorted vision on the part of store proprietors and managers, who fail to yield proper proportionate importance to advertising and merchandising—who separate the two into distinct departments, failing to recognize their interdependence and virtual inseparability.

That the generalities thus far indulged may not be misunderstood, and to afford concrete ground upon which to base advertising work, to show, actually and tangibly, wherein these misconceptions may be removed and the advertising work placed on a proper basis for productive effort, let us consider what an Advertising Department in a Department Store ought to embody and produce.

In the first place, their Advertising is the foundation of the Department Stores. Let any one of the big stores in a given city cut out advertising entirely. Who is there will declare such a store would long survive? Let all the Department Stores in a given city stop advertising. Who

is there with sufficient courage to declare how long it would take to disintegrate the Department Store system and resolve the merchandising in such a city back to the neighborhood store plan?

This being the case, is it possible to attach too great importance to the advertising department?

What, then, should be the proper scope of the Advertising Department's activities?

1st. Knowledge:

The Advertising Department should aim first of all to secure absolute and correct knowledge of population to which the store can legitimately cater or whose patronage it can reasonably expect to hold.

This should embrace classified lists of all groups of population amenable to the store's influence.

Then there should be a system of recorded facts about all newspapers and other mediums so that no deceptions could be successfully worked by overzealous solicitors. Results of test ads in the various mediums should be carefully tabulated and maintained for reference. Results of regular advertising, not put out as a test, should also be carefully collected and maintained for reference.

All knowledge of every kind about any medium likely to be used at any time should be carefully recorded and kept for reference when the time for its use arrives.

It is absolutely essential to a correct conduct of the advertising that someone in the advertising organization be

Macy's

The law limiting the hours that employees shall work is lifted one week before Christmas. If we took advantage of this and kept open until 10 o'clock during that period our central location would make it convenient to thousands of customers to do their shopping here during the evenings. Of course, the volume of our sales would be largely increased by extending our selling hours in this way. But it would be a hardship on the general health of our people, and for that reason we will continue to close at the usual hour.

Macy's

Santa Claus Still Has a Full Supply of Toys, Dolls, Games in Macy's Toyland

Macy's, for 53 years Santa Claus' Headquarters and the Children's Mecca—has toys enough for all. Despite the crowds that throng our Toy Store daily, our stocks still offer you an immense assortment.

Santa Claus will be exceedingly busy this last week before Christmas; we therefore advise early shopping—(before 11 o'clock if possible). The crowds are smaller, the service is better, the stocks are more orderly than later in the day.

WOMEN'S FURS FOR GIFTS

These Specials, selected from our great stock, ARE TYPICAL MACY VALUES.

Moire Pony Coats, 52 inches long, lined with satin. Typical Macy value	$42.74
Full Length Caracul Coats, new models, lined with brocade; Macy's price	$49.74
Genuine Marmot Coats, now	$49.74
French Seal (Coney) Coats, full length, lined with satin; Macy's price	$59.75
Black Fox Animal Scarf; special	$18.74
Large Pillow Muff to match; special	$23.74
Natural Skunk Animal Scarf; special	$18.74
Pillow Muff to match; special	$22.74
Persian Paw Shawl, lined with satin	$4.96
Pillow Muff to match	$5.94

Other Furs in our great stock, from a Child's Set at 96c to the finest Mink Coats at $1,224.94.

MANY THOUSAND DOLLARS' WORTH OF DIAMONDS

First Floor Broadway

Rubies, Pearls, Sapphires, Emeralds

Mounted in Rings, Brooches, Scarf Pins, Bracelets, Necklaces, La Vallieres, Pendants and Plaques — All New Designs.

At 25% Off Macy's Usual Low Prices

It has been proved again and again that **our prices for mounted Diamonds are from 10 to 20 per cent. lower than our closest competitor's.** Now on the eve of the briskest buying time in all the year, we have made **a further reduction of 25 per cent.** Reducing prices on this exquisite Diamond Jewelry is like selling gold dollars for less than one hundred cents.

THE DIAMONDS are white and brilliant, nearly all of them are perfect. The RUBIES, SAPPHIRES, EMERALDS and PEARLS were selected with expert critical judgment—the mountings **artistically designed in platinum and gold,** harmonize with the gems they sustain.

SOLITAIRE DIAMOND RINGS

Mounted in solid 18 kt. and 14 kt. gold with platinum crowns.

Were $50.75, now $37.49	Were $103.00, now $77.25	Were $178.00, now $133.00	Were $267.00, now $198.00
Were $74.25, now $55.75	Were $153.00, now $112.00	Were $219.00, now $146.00	Were $356.00, now $267.00

	Now
Princess Ring	$259.00
Three-Stone Hoop Ring	72.50
Diagonal Ring	297.00
Dinner Ring	374.00
Five-Stone Hoop Ring	90.50
Tooth Ring	149.00
Gipsy Ring	106.00
Fancy Gipsy Ring	141.00
Cluster Ring	174.00
Circle Brooch	153.00
Crown Brooch	336.00
Sunburst Brooch	719.00
Wreath Brooch	243.00
Serpent on Bar Pin	241.00
Horse Shoe Pin	453.00
Crescent Pin	149.00
Crown Brooch	142.00
Fancy Brooch Pins	183.00

	Now
Festoon Necklace	$541.00
Necklace	299.00
La Valliere	114.00
La Valliere	91.00
La Valliere	85.75
La Valliere	56.75
Solitaire Ear Screws	246.00
Solitaire Ear Screws	159.00
Cluster Scarfpins	82.75
Cluster Scarfpin	59.50
Wishbone Scarfpin	31.49
Fleur de Lis Scarfpin	27.24
Bracelet	206.00
Bracelet	331.00
Bracelet	357.00
Barrette	422.00
Barrette	187.00
Mesh Bag	628.00

Other Rings, Brooches, Scarf Pins, Bracelets, Necklaces, La Vallieres and Pendants, reduced 25%.

ART WARES REDUCED

Art Pottery and Miscellaneous Bric-a-Brac. **Now possible for you to buy two gifts for the amount you had allotted to one.**

A large number are without duplicates. We can quote but a few—selected from here and there in this immense collection—there are many others awaiting your selection.

LAMPS & SHADES REDUCED

A most complete display of lighting effects. The collection embraces many unique pieces that have been reduced to an extent that makes them well worthy of consideration as a useful gift.

Oil Lamps Now	Chandeliers Now	Electroliers Now
$17.89	$8.69	$24.89
$17.89	$14.89	$36.89
$19.87	$19.89	$73.89
$19.89	$27.89	$119.83
$21.89	$37.69	$169.83
$22.89	$139.89	$289.79

FINE DINNER SETS REDUCED

FINE FISH & GAME SETS REDUCED | TEA & CHOCOLATE SETS REDUCED

CHRISTMAS HANDKERCHIEFS

FOR WOMEN. ... 49c to $12.94; ... $1.69 to $2.96; ... 49c to $14.94; ... 69c; ... 99c; ... 98c; ... 79c; ... 39c; ... 19c

FOR MEN. **Pure Linen Handkerchiefs** ... 98c; **Irish Linen Handkerchiefs** ... $1.24; ... $1.98; ... $1.39; Also a splendid variety of Colored Silk and Silk-and-Linen Handkerchiefs. **Silk Handkerchiefs** ... 46c, 69c and 89c; **Hemstitched Silk Handkerchiefs** ... $2.49; **Boys' Pure Linen Handkerchiefs** ... 72c; **Pure Plaid Silk Mufflers** ... 74c; **Austrian Mufflers** ... 98c; **Finer Mufflers** ... $7.49

APRONS

Daintily packed in a Christmas box. Any housekeeper will appreciate one or more as a gift.

Square Dotted Swiss Aprons	24c
Round Organdie Aprons	39c
Small Round Aprons	69c
Fancy Dotted Swiss Aprons	79c
Fancy Organdie Aprons	89c
Small Aprons	99c
Waitresses' Aprons	$1.39
Chafing Dish Aprons	34c to $2.39
Exquisite Hand-embroidered Aprons	$1.79 to $9.34
Waitresses' Aprons	24c to $2.39
Gingham Studio Aprons	69c to $1.29

SERVICEABLE GIFT LINENS

Hemstitched, scalloped, embroidered, **singly and in sets**—our Holiday assortment is unequalled and Macy prices are invariably lowest.

Pure Linen Damask Sets, choice designs, hemstitched border; in boxes containing

Cloth, 70x70, and dozen 20-inch Napkins	$7.39
Cloth, 70x88, and dozen 20-inch Napkins	$7.89
Cloth, 70x88, and dozen 22-inch Napkins	$8.69

Scalloped Sets—round damask cloths, 81 inches in diameter, hand-somely patterned with dozen 22-inch Napkins; Macy's price $10.06

Other Damask Linen Sets up to $64.58.

Heavy Pure Linen Huck Towels ... $1.19; ... $1.98; 26 inches round, $1.98; 34 inches round, with eight-inch border, $2.97; **Hand-made French Cluny Lace Scarfs** ... $2.49; *Finer grades at $2.98, $3.49 and up*; **Real Russian or French Cluny Lace Luncheon Cloth** ... $4.96; **Hand-made French Cluny Lace Cloths** ... $5.97; *Other Towels as fine as 12c each*; ***Real Cluny Lace Pieces*** ... $1.49; *Other Lace Tablecloths up to $48.75*

CUT GLASS REDUCED

This is the season of the year when the market is flooded with cheap, dull Cut Glass of inferior quality and of little value. **Do not be deceived by these worthless specimens.**

Ordinarily our prices for **best qualities are less** than the closest competition can quote. We began a sale two weeks ago that has brought the prices down still further, in many instances as much as 33 1-3 per cent. We quote a few specimen values:

	Now		Now
Cream Jugs	$1.97	Celery Trays	$3.97
Water Bottles	$1.97	Ice Tubs	$4.39
Flower Vases	$1.98	Claret Jugs	$4.89
Sugar and Creams	$2.29	Oval Fern Dish, lined	$5.69
Water Jugs	$2.39	Salad Bowls	$7.89
Wine Decanters	$2.29	Claret Decanters	$8.89
Cream Bowls	$2.39	Lemonade Jug	$17.89
Ice Cream Trays	$2.97	Flower Basket	$29.89
Hyacinth Vase	$2.97	Punch Bowl	$37.98
Bowls, square shape	$3.89	Vase	$79.63
Law Jelly Dish	$3.89	Epergne	$84.69

FURNITURE

A wonderful furniture store on our big fourth floor. You'll find what you want here. The prices in every instance they afford you the Regular Macy Saving.

Women's Desks ... $6.49 to $75.25; **Desk Chairs** to match the above ... $3.74 to $16.49; **Music and Pianola Record Cabinets** ... $7.49 to $50.50



Music Cabinets ... ; **Toilet Tables** ... $11.24 to $88.50; **Solid Mahogany Rockers** ... $5.94; **Rockers** ... $3.74 to $24.24; **Morris Chairs** ... $4.89 to $14.67; **Morris Chairs** ... $8.67; **Cheval Glasses** ... $16.49 to $66.25; **China and Crystal Cabinets** ... $12.24 to $342.00; **Music Cabinets** ... $14.49 to $122.24; **Bachelor Wardrobes** ... $30.24; **Bachelor Wardrobes and Chiffoniers** ... ; **Bachelor Wardrobes** ... $33.74; **Bachelor Wardrobes** ... $81.75 to $99.25; **Bachelor Wardrobes and Chiffoniers** ... $32.40; $31.24

LACE AND CREPE SCARFS

From France, Germany, Austria and Far-away Japan, Five Hundred Pieces in All, but One or Two of a Kind—The assortment includes soft colored Crepe de Chines, elaborate Spanish Lace Scarfs and Embroidered Floral and Beaded effects—in a variety of styles and colorings.

Were $2.39 to $29.89 Each

Now $1.89, $2.97, $3.69 to $17.49

Women's Dutch Collars—Hand and Machine Embroidered Linen and Lawn Dutch Collars—beautiful new goods.

Imported to Sell at $1.50; Macy's Price	99c
Imported to Sell at $3.00; Macy's Price	$1.49

$1.50 VELVETEENS, 79c

One hundred pieces only in this sale, but each piece is a famous make, and in one or another of the fast selling colors for which the demand has been greater than supply all the season.

"Velutina," "Linden" and "Velour Frisson" velveteen are the three brands which every dressmaker will tell you occupy first place for quality. All are twenty-four inches wide, woven on a twill or plain back, and fast-dyed to a fine depth and brilliancy. Some of the colors are:

Brown (3 shades)	Mode	Plum
Navy Blue (3 shades)	Carnet	Violet
Copenhagen	Burgundy	Wistaria, etc.

DON'T DELAY! Remember, 100 pieces only of this exceedingly fashionable velveteen for which dressmakers' supply houses charge $1.25 and $1.50 per yard; typical Macy value at **79c**

Better Grades of Velveteen up to $3.96 a yard; Corduroys, domestic and English, 69c to $1.34.

Other Dress Goods, reliable grades of Henrietta, Broadcloth, Serge, Storm Serge, Panama, Prunella, Voile, Nun's Veiling, Eolienne, Lansdowne, &c., from **49c** a yard to **$3.49**.

Dress Goods Remnants—Short, Suit and Dress Lengths of all the above materials, in most of the ... colors, and black, reduced to ... **One-half Regular Prices**

FLANNELS

English Flannels, Silk-and-Wool, Unshrinkable ... 69c; **Fancy Flannel Shirtings, Imported** ... 59c; **Cotton-and-Wool Waistings from Germany** ... 29c

WASH GOODS

Advance Showing of 1911 Fancy Ginghams ... 21c; **Fancy Cotton Suitings** ... 9c

WHITE GOODS

Waists and Dress Patterns in all the popular fabrics of both American and foreign manufacture. Much in demand for gift purposes.

All-over Embroidered Batiste ... 89c; **All-over Openwork Embroidered Batiste** ... $2.49; **French Embroidered Flouncings** ... $3.00; ... $2.49

ST. MARY'S BLANKETS

Produced in one of the best equipped American mills and absolutely pure wool. The maximum of warmth and wear at these prices.

Size 60x84	Size 72x84	Size 78x90
$6.74 pr.	$8.44 pr.	$10.63 pr.

And an exceptional stock of other Blankets at 59c a pair to $28.73.

CIGARS & SMOKERS' ARTICLES

A box of Cigars or a Smoker's Set are most acceptable gifts. Inexpensive, too, at Macy's.

Mi Hogar, clear Havana Cigars.

Delicados	box of 100	$7.94
Regalias	box of 50	$4.49
Ideales	box of 10	99c
Perfectos Selectos	box of 25	$2.49

Domestic Cigars.

Windsor House Bouquet, Perfectos	box of 50	$1.98
Supremacy, Club House size	box of 50	$1.49
Supremacy, Puritanos	box of 50	$1.39

Other Imported Cigars, boxes of 50, at $12.74

Humidors, weathered oak and mahogany, airtight; metal lining; holds 50 cigars	$4.96
Humidors, same as above, porcelain lining	$5.94
Mahogany Humidors, brass inlaid, metal lining	$8.94
Same as above, porcelain lining	$9.94

Other Humidors in stock ranging up to $28.74

Ash Trays, fancy Bohemian glass, cigar rest and match safe attached ... $1.24 to $1.98

Ash Trays, fancy glass with cigar rests ... 49c to 98c

Other Smokers' Sets, including the newest European novelties, ranging up to $34.49.

DON'T FORGET THIS

When in a moment of desperation others cut to meet our prices, we in turn cut again and as often thereafter as necessary to sustain the Macy reputation for underselling supremacy.

Right now, when your purchases are heaviest—this is more important than ever.

FINE DOMESTIC RUGS

French Weave Wilton Rugs

Size 22½x36 inch	$3.74	Size 6x9 feet	$31.49
Size 27x54 inch	$5.24	Size 8¼x10½ feet	$44.74
Size 36x63 inch	$7.48	Size 9x12 feet	$48.74
Size 4½x7½ feet	$17.24	Size 10½x12 feet	$67.50

Other Domestic Rugs Ranging Up to $88.50.

ORIENTAL RUGS

Medium Sizes, Reduced

Were $9.89 Up to $74.50. ***Now $6.48 to $57.50***

Other Oriental Rugs Ranging Up to $1,275.00.

New York department store advertising differs from that of nearly every other city in a general absence of selling talk. The cost of newspaper space to thoroughly cover the city may be attributed as the cause. This advertisement is a well arranged price list and brought excellent results.—From Page Proof, New York World.

thoroughly versed in merchandise values. This knowledge should be called into requisition in every advertisement to avoid misrepresentation by the buyers (a very frequent fault, which can be worked successfully only if the advertising organization is ignorant as to values or careless as to inspection).

Knowledge by the advertising department should embrace everything the store does and everything the store stands for. Daily sales and comparative sales for corresponding days in previous years. Condition of stocks from month to month. Ignorance on these points is a prolific source of misdirected advertising effort. The head of any advertising department must be a big enough man to be trusted with this knowledge. If he is not big enough, the store is at fault in retaining him. If he is big enough, the store is a loser by withholding the knowledge.

The knowledge should embrace all the details of how goods are received, handled and marked and held in reserve in stock rooms; how goods are picked for orders and packed for delivery, how deliveries are controlled and made, and the reasons for the rules of this service. At some point in properly conducted advertising all this knowledge is essential. Without it the advertiser loses some points of advantage. With it every advantage is taken hold of when the "psychological moment" arrives.

Ability to take hold of and profit by "psychological moments" is a chief essential of all Department Store advertising. How is this possible in a department purposely kept in ignorance of the facts on which it must build its

work? Ignorance destroys initiative. The ignorant can be only slaves. An ignorant advertising department is simply the slave of the operating departments. And this is the true condition in a great many American Department Stores.

With this knowledge, the advertiser is constantly doing new things, constantly initiating new departures, constantly working for a broadening and betterment of every bit of the store's operations which militate for increased patronage and increased satisfaction of patrons. Without this knowledge he simply grinds out copy as ordered by operating managers, who, in the very nature of things, cannot have their minds properly concentrated on advertising possibilities, or if they have their minds so concentrated are necessarily inefficient in their own sphere of directing the physical operation of the various other activities of the establishment.

2d. After Knowledge, power; Productiveness.

Upon all this tabulated and recorded knowledge and upon the knowledge of experience not tabulated but instinctively at hand, the advertiser is the great originating force of the Department Store.

Knowledge of his classified lists of population suggests means for rapid disposal of certain merchandise without resort to expensive advertising. A limited number of circulars, each going to a person who ought, in the nature of things, to use a certain class of merchandise, will sell that



New York department store advertising never was intended as a credit to the art of printing. Still it sells goods and is evidently what both the people and the advertisers want.—From New York World.



S&H Green Trading Stamps With All Cash or Charge Purchases
Double Stamps Before Noon. Single Stamps After Noon.

Dry Goods Greenhut & Co. Wearing Apparel

Extraordinary Offering of Fine Near-Seal Coats, Positive $69.50 and $79.50 Values at $57.00

A distinct advantage with these Coats that women will appreciate is that with all the style, comfort and warmth of a high grade Fur they are comparatively light in weight.

The remarkable price we quote is possible now because we arranged the purchase of these coats away back in July when concessions were offered to induce early ordering.

Near-Seal Coats, one of which is illustrated. Fifty and fifty-two inches long, with large rolling collar and close-fitting cuffs; brocade lining, seal and jewelled buttons. Extraordinary value at $67.00.

Caracul Kit Cross Coats

$37.50

By actual comparison the best Coats ever sold at this price. In fact we'd have to get a third more if we were to go into the market and buy them now, but we anticipated your wants.

"Caracul" Coats, full 50 and 52 inches long—handsomely lined with brocaded satin and ornamented with jewelled buttons. Monday at $37.50.

Second Floor—Greenhut & Company.

Fine Eastern Minks

We have a particularly attractive line of these very fashionable and desirable Furs. We ordered our stocks very early this Summer and besides obtaining the very lowest market prices we secured some of the very choicest dark minks of the year.

52 inch Jap Mink Coat, deep border, at....$475.00
30 inch Mink Coat, with border.....$450.00
50 inch Sealskin Coat.....$375.00
50 inch Near-Seal Australian Opossum collar and border.....$110.00
52 inch Ponyskin Coat, beautiful American Fox Collar and Cuffs.....$110.00
46 inch Persian Broadtail Coat.....$400.00
52 inch Near-Seal Coat, skunk collar and cuffs.....$110.00

Greenhut & Co., 6th Avenue, 18th to 19th St. Store Formerly Occupied by B. Altman & Co.

Neatly arranged, well balanced women's coat ad.—New York World.

merchandise more quickly and fill the store more appreciatively, at much less expense, than newspaper space. Such knowledge is of incalculable value. Such lists are of wonderful value. Yet hardly a store has intelligent equipment along this line. Dozens of different angles, different classes and groups can be, should be, frequently reached in this manner. It is the best of all means for building up a loyal patronage for wares especially adapted to these groups.

Based upon knowledge of daily sales, comparative sales and conditions of stocks, the Advertiser will initiate such advertising as will correct overstocks and move slow-going merchandise, and will take advantage of public demands which are moving other stocks more freely than anticipated. His other knowledge of the newspapers will instruct him as to which mediums to use for the various stocks, so that he will act almost infallibly in securing the results desired.

Knowledge gained by other forms of recording information already alluded to, will suggest possibilities for expansion in some directions, of contraction in others. Always this positive knowledge is operating to prevent waste, to secure the most results for the money, to secure surer results, to stop guesswork and haphazard copy or haphazard use of mediums.

* * *

This matter of exact knowledge and resultant action has reference, as here written, only to the large Depart-

ment Stores. The smaller stores in the smaller cities, spending a smaller amount and often without a separately organized advertising department, must, however, do the same work on their own more limited scale. Guesswork, haphazard use of mediums, desultory, unsystematic preparation of copy, ignorance of local conditions, all these things must be relegated to the past, in this age of progress, when exact knowledge is obtainable and exactly computed expenditure is possible to secure approximately exact results from advertising investments.

As stated in the very beginning of this exposition of department store advertising, it was and is intended not only as a matter of instruction to the novice but it is also intended to bring to the vision of mature merchants and practical advertisers the actual conditions under which millions of dollars are annually spent for advertising and to show that those conditions are far from reflecting credit on the business and financial acumen of the men responsible.

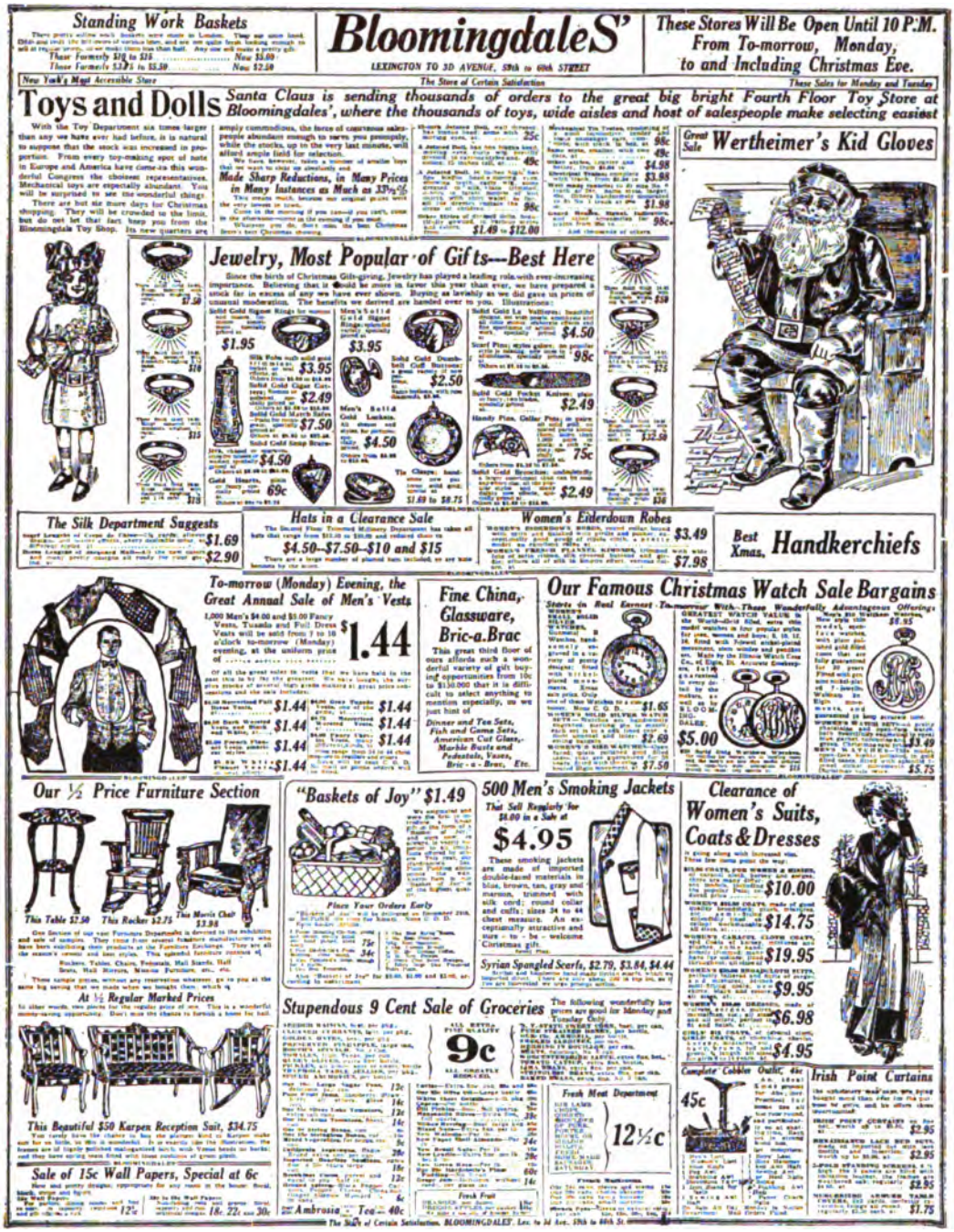
Advertising is no longer the intangible unmaterial thing of a decade or two ago. Enough thought and study have been devoted to the subject on the part of veteran practitioners to bring a fair degree of order out of a chaos of chance adventures. Whereas originally, in an entirely unorganized state, it was logically permissible for every merchant to assume that he knew as much about advertising as anybody or everybody else, that position is no longer tenable in the light of the progress made in understanding the principles involved in the inciting of money-spending by large groups of people.

Big business has been evolved from little business, simply on the basis of intensely practical organization and widely accepted standardization.

Big advertising has grown from small advertising with the growth of big business from little business.

But the same forceful organization which has been applied to cost accounting, and to selling, while it has in many instances been applied to the big advertising of national advertisers, has in but very few instances been applied to the big advertisng of the department stores.

In the light of the scientific experimental knowledge gained by actual practice on advertising fundamentals, it is no longer logical or sound business practice for department store operators to assume that proprietorship creates advertising dictatorship by "divine right." The almost infallible instinct which seems to have governed the founders of most of the great retail merchandising institutions of the present day has not necessarily been inherited by their progeny or their successors, who lack the same practical teaching, drilled into the consciousness, in the hard school of actual experience. Instead of being governed by advertising instincts, bred of contact with the people, there is more than danger that these successors will be influenced by hordes of theorists and unpractical but plausible sellers of space, into vast expenditures from which no adequate profits are possible.



If pictures sell goods this ad should have been a winner for Bloomingdales'. Between the illustrations and the bargains there is little left to say.—New York American.

Appalling Waste in Advertising

Arises from the conditions that have grown up with the tremendous growth of advertising expenditure.

By "waste" is meant advertising expenditure which fails to bring adequate returns to the spender. From the viewpoint of the seller of space, no advertising money is "wasted" except that spent in the "other fellow's" medium. And in that the money is not destroyed, but is put into active circulation, it may also be said to be not "wasted." But in considering the profits to the man who spends the money all who are deeply engaged in advertising practice agree that a much larger than sane or reasonable proportion is injudiciously spent.

In the case of every big business, advertising is wrongfully charged with a considerable amount of "petty graft" by political, social, religious, civic or charitable organizations, for donations, for which an excuse is offered through advertising space in programs and publications of diversified character. The advisability of making these expenditures rests upon conditions entirely with the merchant—rests entirely outside of the field of serious advertising for results. It is right that such expenditures should be controlled outside of the advertising organization. And by the same token it is wrong that any such expenditures should be charged to advertising.

The only proper charge is "charity" or "general expense" for all money so expended, and it should never find

MANDEL BROTHERS offer the following special values for tomorrow



A thousand coat suits at remarkable reductions

The newest styles for women, misses *and* small women

There are just a thousand of these suits, distributed into four lots and marked at prices that will undoubtedly effect a quick sale. All are short coat styles in the highest class models, and inspection will reveal their superiority to staple lines at the usual early season prices.

Second floor, State street

Suits in novelty mixtures & 2-tone textures, up to $30 values, now	Suits in English tweeds *and* fancy woven materials; $35 & 40 values.	Suits of fine broadcloths *and* rough worsteds. A regular $50 value.	Three-piece models, velveteen *and* imported cloths; $65 values.
18.50	**$25**	**$30**	**$38**

There are at the very least 40 different models, each varying from the other in some decisive style effect. The materials are the finest all-wool fabrics, both imported and American weaves being well represented.

Mandel Brothers

The use of a number of small ads in preference to one single large space is popular with a few large advertisers. This is one of a series of such advertisements used continually by Mandel Brothers.—Chicago Evening Post.

its way into the advertising account of a department store.

Aside from this single feature, not a dollar of a department store's advertising appropriation need be "wasted," and with the right sort of alert and responsible advertising management not a dollar would be "wasted." The means are at hand for knowing all the facts about the mediums in which advertising is carried. The means are at hand for scientifically estimating the advertising value of every medium and shaping the use of that medium to the lines along which its value is proven.

Leaving to the judgment of the head executive the wisdom of all "charity, expense and graft" expenditures, taking these entirely out of the category of advertising and therefore out of the jurisdiction of the advertising chief; beyond this there is justifiable no interference with or dictating to the advertising manager, other than in the matter of the percentage of total appropriation to the total volume of business. The general management of nearly all department stores is vested in from three to a dozen persons, each usually with more or less proprietary interest, and each, usually, absolutely certain that he alone is the best judge of how much and in what mediums and in what manner and in what style of expression and in what style of display the advertising should be done.

Usually the advertising manager is not dignified with a part in the deliberations of this general management. Often he is not even consulted as to value of mediums. No exact knowledge is exacted from him as to why any certain

Mandel Brothers

Marquisette veiled waists, at $10

Effective blouse of Persian marquisette, in the most beautiful color effects; veiled over net. Elaborate in every detail. Many exclusive style effects besides the one illustrated; at $10. Third floor State street



other models with high rolling sailor collar or V neck, 3.95.

Many effective styles in Persian and plain taffetas and striped messaline silks; also charming designs in veiled waists. Suit shades and black, special at $5.

All-wool sweater coats, 3.95

In fancy weave; new shawl collar; double breasted; with two pockets and pearl buttons; in white and colors. Many

One of a number of small ads appearing on the same day emphasizing particular sales.—Chicago morning papers.

advertising policy should be pursued. He frequently enacts the role simply of chief copy writer, carrying out the details, simply, of orders issued from the council chamber of the general management, after the various opinions of the different members have been compromised (on the basis of opinion only) to a point of approximate concurrence.

Frequently also the use or non-use of space, the making of contracts, the apportionment of the appropriation among mediums, under this form of government, is dependent on the whims or foibles of some member of the general management, instead of being based on accurate data accurately assembled and understood by the advertising manager. The latter thus is frequently compelled to prepare copy for mediums he knows to be comparatively worthless and to become an unwilling party to expenditures he disapproves because he knows them to be non-productive.

Hanging entirely on the divergent opinions, whims and notions (however conceived, formed and maintained) of the various members of the general management, and upon orders issued from day to day or week to week, without any idea of a consistent, constructive campaign for the establishment or for any single department, most of this advertising bears the earmarks of hasty preparation, and shows too that the single thought in its construction was the immediate disposal of certain merchandise without any other or further constructive idea.

A Possible Saving of 25 Per Cent or a 25 Per Cent Increase of Efficiency,

Based on observations like the foregoing, clearly and fairly representing the methods of advertising outlay in quite general practice; it is a fair assumption that at least 25 per cent of the outlay of nearly all stores spending considerable sums for advertising, could be saved, without loss of business; or that a 25 per cent increase in results from the same expenditure could be obtained through proper appreciation of advertising possibilities and intelligent, scientific organization to get these results.

Besides this saving or added efficiency, a department so organized, operating under the guidance of a trained advertising intellect, would be building for the future, along collateral lines, within the limits of the same appropriation—a point practically overlooked or at least neglected, at present. And, to the merchant of foresight, this collateral building of permanent or loyal customers is fully as important as a big crowd for one day, clamoring for the one-day bargains.

It follows, as a matter of course, that the head of the advertising, under a proper organization, must be a member of the cabinet—a recognized member of the general management. Further than this, he must have an authoritative voice in the council. And further, again, his edicts must bear the same force of command throughout the operating branches of the establishment as do those of all the other members of the management.

This once accomplished, constructive campaigns covering months, or even a year, could be planned and executed. Such campaigns could build weak departments into strength, could further enhance strong departments, and could evolve a tone of assurance and mastery out of the "dead level of mediocrity" which characterizes so many of these big institutions—big because of their environment and not because they are constructively conscious of their ultimate possibilities.

Omission of Details.

Adverting again to the primary statement that advertising beginners are not under consideration in this treatise, excuse is afforded for the omission of any attempt at elucidation of details of operation of the advertising department —all of which will follow lines treated of elsewhere in this work. For instance:

The making of cuts or illustrations—the various processes involved, etc. Even the advisability of using or not using illustrations, although touched upon previously, must be treated as a separate proposition, because the principle involved is a general principle of advertising and is by no means confined to the Department Store. There are divergent views on this as on other points, each having, no doubt, some virtue of truth and each some tendency to error. In the Department Store, as in all other advertising, the study of possible clientele and the impulses most likely to influence differing groups of population will govern

the intelligent advertiser in the use or disregard of illustrative effects.

The comparative value of type faces in display and body type needs no further consideration here than they have received in their proper division under their proper caption. The same general rules there given apply in Department Store as in other advertising.

Styles in display and character of expression are contingent in Department Store advertising upon the same general rules that apply in all other forms.

Assembling of copy from the various buyers and departments to be advertised is a matter of detail entirely contingent upon the nature of the organization. This may, in general terms, be said to be very carelessly done under prevailing conditions in Department Store practice. The advertising organization is usually too small in numbers and too lacking in authority to create and maintain an orderly system of collecting merchandise data. This is an extremely important point. The divided authority under prevailing methods results in much "thrown-together-copy"—first on the part of the department manager because of his own indifference or lack of time after notification, and later on the part of the ad-writer, because newspaper schedules demand compliance with time limitations for original copy, galley proofs and release. Given the right sort of organization, this matter will adjust itself automatically.

Inspection of merchandise is another point following the same lines as the preceding paragraph. In most large

stores there is entire lack of inspection. The buyer writes his items, the advertising man uses them or exaggerates on them or mutilates them, according to the general policy of attention or lack of attention to veracity which characterizes the store, paying no attention whatever to inspection of the actual merchandise involved. Indeed, under the present system the advertising man is seldom sufficiently versed in merchandise values to make his inspection of the merchandise in any degree enlightening. In a few stores some partial or infrequent or disconnected effort is made to inspect merchandise, with regard to its bearing on the advertisements, by the merchandise manager or the advertising manager, or both. An organized and thorough system of intelligent inspection as to values and as to diverse uses of the merchandise is rare indeed. It is an important consideration, involving, as in all other matters, a fitting organization for carrying it to its proper sphere.

The proofreading—contrary to all known rules of procedure, is done in most cases by those who prepared the copy, thus increasing the liability to error through mechanical reading. More serious still, proofreading in the great majority of cases, is done in the face of myriads of interruptions, being carried along jointly with other work. It can hardly fail to be a matter for wonder, under these circumstances, that so few errors elude the proofreaders.

Instructions to departments, the furnishing of proofs to all departments involved, from which show cards and price tickets may be ordered and salespeople instructed, their display in various parts of the store for instruction



Typographically, artistically and literally as nearly perfect as a full page newspaper advertisement can be, considering number of articles advertised and allotment of space.—Chicago Record-Herald.

of floor superintendents and others, all is organized on a basis of efficiency even under present crude systems.

Checking of bills and charging to departments is all carried on simultaneously with proofreading and copy construction by the same clerks, in most cases. Some stores relegate this work to the accounting department, where it does not belong, because the advertising organization is insufficient to handle it.

Checking sales of advertised articles and keeping records of competitor's advertising are somewhat inefficiently undertaken in many department stores; but, like most departmental work, they have little actual, tangible value, because they are not done systematically and but little use is made of the information they afford.

* * *

We see in the immediately foregoing that there is considerable work done even in the curtailed advertising organization of which most Department Stores are possessed. It is a fact, quite generally, that the entire personnel of this organization is worked practically all the time to utmost nerve tension—to the utmost limit of endurance and often beyond. In these days of strenuous commercial life this is no exceptional incident. Many other forms of business are organized to crowd the limit of productiveness out of each day's work on the part of each individual.

In the case of Department Store advertising, however—strictly a matter of brainwork, not of brawn—enough has been shown of conditions as they exist, of opportunities

for development, of the proper study underlying productive effort, to make it clear that, taken by and large—considered as a distinct field, by itself—Department Store advertising is largely unorganized and undeveloped, and that the field is ripe for an awakening on the part of merchants to a realization of the greater possibilities within their grasp in the next evolution of the Department Store under the ægis of more thorough and painstaking organization for the "proper study of mankind"—advertising.

PART II

ADVERTISING A RETAIL STORE.

By Roy M. Shayne,
President John T. Shayne & Co.,
Chicago.

It is no exaggeration to say that advertising, in retail stores, is the force that makes the wheels go round. It's the power of the business. The many failures of retail stores which are recorded yearly cannot always be laid to poor advertising or the lack of it. One or more of many causes may have been responsible. But when a retail merchandiser is a success it is a safe assumption in the majority of cases that he is a successful advertiser. Not necessarily a good one, because his success may be only partial, a poor realization of excellent opportunities, but if he sells enough goods over his counter to make the books balance on the right side of the ledger at the end of the year and continues to do so it means that he has somehow reached his public, impressed them sufficiently either with the merits of the goods, his own personality or some particular feature of his store to bring them to his counters instead of to his neighbor's.

Advertising is a vital factor in retail advertising.

There can be no argument about that. While a retail store may fail from many causes, it can succeed only by advertising; for advertising of one sort or another is the force that brings people with money into a store to buy goods.

Advertising, while so absolutely essential to retail merchandising, cannot do everything. It cannot compete against poor business ability, careless management, lack of sufficient capital or similar handicaps which make success impossible. It must have a proper foundation to build upon, but given that foundation the manner in which it is used determines the measure of success or failure of a retail store.

There are many ways to advertise a retail store, and it is difficult to formulate any set rules for general use, because every individual store has its own requirements and conditions which must be taken into account when an advertising outlay is planned. Successful merchants have solved their problem in a great variety of ways. Newspaper display, the most common form, street car advertising, bill posters, circular letters, blotters, novelties of all descriptions play their part in the general scheme of publicity.

When planning your campaign there are certain essential things to be taken under consideration. Every store must be taken as a separate case and a diagnosis made

[Editor's Note.—In another part of this work various lines of retail advertising will be taken up in detail, the intent of this article being a general analysis of retail advertising as a whole. For this reason only a few illustrations of retail advertising in different parts of the country are shown herewith.]



One of the most attractive Christmas advertisements appearing in Chicago papers during the season of 1910.

to meet its special requirements. The advertising must reflect exactly the policy of the store. You must convey to the prospective customer the same impression by your printed matter that you would if he were to visit your store in person. Every retailer has his own particular problems. He has a certain class of people he desires to sell to a certain public he must reach and place his name before and let them know what he is selling.

There are probably one to a dozen ways you can do this. After taking under consideration the many details of your business, your merchandising policy as a whole, your location, the kind of goods you are selling, the class of people you desire to reach, select the method which promises the greatest success and use it forcibly and consistently. You may not at first find the best method. It is necessary to keep trying and learning all the time. You must progress in advertising knowledge as in all else, but the absolutely essential thing is to start and then if you will carefully and earnestly study the particular needs of your store you will shortly solve your problem. You will find the method which best fits your particular case.

With a few minor exceptions not worthy of note there is not an article of merchandise sold over a retail counter which cannot be successfully advertised. This is necessarily so, for when a merchant buys goods and places them on his counters it means there is a certain demand for them by the public. They are being sold somewhere.



Rich Cut Crystal

Our displays provide an almost unlimited variety of artistic selections in Genuine Cut and Gravic Crystal—each piece bearing the name "Libbey" or "Hawkes"; a guarantee that the best possible value is embodied in the article upon which it is found.

Visitors are cordially invited to call and inspect these beautiful creations from the great factories which we represent exclusively in Chicago.

Burley & Co.

118-120 Wabash Avenue

"The Tableware Store of the West"

Quality advertising for quality goods. Attractive without extreme exclusiveness. It invites attention without scaring the prospective buyer as to price.—Chicago Record-Herald.

Your problem is to get these people who are buying the article or articles you are selling somewhere into your store in particular. We will assume, for instance, that you are selling shoes or furs or coats. Personal friends, acquaintances, customers you have made in various ways for your clientele. If you are a good merchandiser your old customers are making new customers for you and your business is slowly building up. But there are thousands of other people buying the articles you sell every day who do not know your store. They have perhaps never heard your name. They most certainly have no definite impression of your merchandise, its merit, quality, price or any of the store features which satisfy your customers. They are in the market for what you have to sell, but unless you can reach them in some manner and tell them your story they will not examine your stock. You will not have the opportunity to sell them. They will buy elsewhere.

If it were possible for you personally to see these people every day or at frequent intervals, meet them on the train as they come down town, or see them at the breakfast table or at lunch, or anywhere else, find them in a receptive mood and tell them that if they were figuring on buying a pair of shoes that day or a fur coat or a set of dishes that you were able to supply them, and then describe the article they wish to buy, impress upon them that the price is right, and if you have any special inducements in price or quality to offer state it in a con-

C. D. PEACOCK

JEWELERS

Dependable qualities invariably—Prices commensurate with quality—Business methods based upon old-fashioned honor.

These are the things which, since 1837, have been building the name which today stands as a guarantee of value wherever placed.

People who know, people who care, buy their CHRISTMAS GIFTS here.

State and Adams Streets

(Established in 1837)

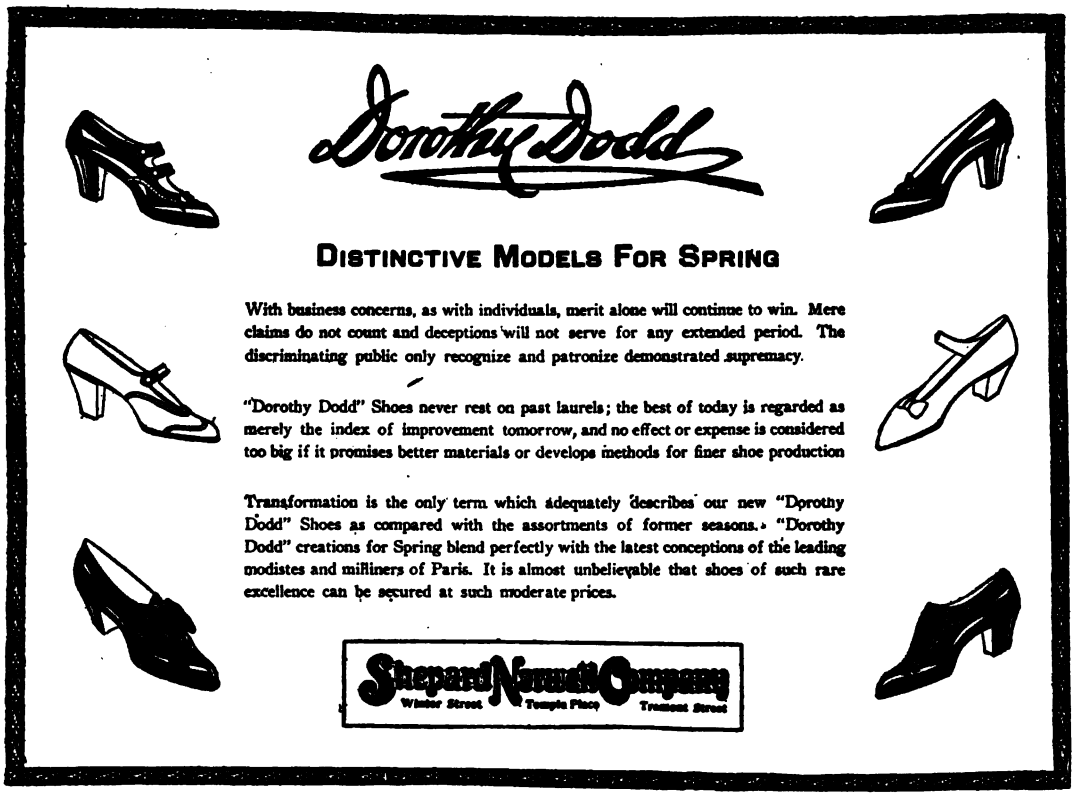
"All type" advertisements to be effective must be well written. This is an exceptionally good example. It is intended to, and will, inspire confidence.—Chicago papers.

vincing way, you know you would realize a certain number of sales from such a canvass.

Through your newspaper or the method which best fits your individual case you must manage to reach these prospective customers. You must keep your name before them constantly. You must impress upon them your personality, the personality of your store, the merit of your goods, the equity of your prices, the excellence of your service, the features to your merchandising which raise you above your fellows. Tell these prospective customers these things until you have made an impression. Then you have acquired that most sought for of all things—prestige. A little word but a mighty one, because it is the force that brings the buyer straight to your counter past the open doorway of your competitor.

When you have brought the buyer into your store—developed a prospect into a customer—see that he remains one and that he goes out with the necessary ammunition to make another customer for you. Advertising does not end with the printed word or the solicitation. That is only a part of it. The treatment he receives while in the store and the general impression he carries away with him are vital adjuncts to your solicitation and their importance cannot be over-emphasized.

It is taken for granted, of course, that the merchandise you are advertising is as good as represented and will give satisfaction, otherwise don't advertise it, because you will do your business incalculable harm.



A neatly constructed advertisement in which the value of white space, properly used, is demonstrated.—The Boston Globe.

Effect of Advertising

Advertising acts as a constant fountain of youth to a retail store. It is a rejuvenating force at all times. It imparts a sparkle and life to every part of the business. Old, wornout methods of doing business, antique ideas which clog progress do not fit in with advertising, and advertising seeks them out and shows their weakness in the white light of publicity.

You have doubtless noticed many retail stores which have built up a substantial custom fall into ruts and gradually lose ground to more progressive and live competitors. A steady clientele which has patronized such a store for years continues to do so, from force of habit as much as anything else probably, but the old customers drop off one by one and new customers are not added fast enough to take their place. The store slowly but surely disintegrates from dry rot. There are many such cases. The proprietor is suffering perhaps from an inability to assimilate new ideas. His success was due to advertising. He couldn't have succeeded without it. His methods at the time he built up his business were correct and fitted his conditions, but conditions change quickly in business life and he failed to keep up with them.

There is but one thing for a merchant to do who is situated in a like manner and that is to advertise. To readjust himself and his business to present conditions and recognize the fact that his methods, which were correct enough in their time and were responsible for his business success, have outworn their usefulness.



Thanksgiving Flowers

Prize Winning Plants, Begonias, Glorie de Lorraine and Chrysanthemums, also Pepper Plants and Cyclamen.

The $1, $2 and $5 boxes of loose cut flowers ready for inspection contain attractive values. Prompt and careful delivery to all parts of the city.

A. LANGE, Florist

44 East Madison Street Bet. State and Wabash

Phone Central 3777-3778

A neat advertisement attractively displayed in a small space. Good illustration and copy.—Chicago Tribune.

As a wise philosopher once said, "the world do move," and the advertising world at present is moving faster by many laps than any other planet. The retail merchants who are moving with it are progressing and building up their business. The ones who are lagging behind, persisting in old-fashioned, antiquated methods, are dooming their business to failure.

There is usually a noticeable difference between a store which is advertised and one which is not. The advertised store shows the effect of good management, a systematic merchandise policy. A full, comprehensive stock is shown at all times, neatly and properly displayed; good service is given by efficient clerks who know what they are selling and are good enough salesmen to do the merchandise justice. There is an air of business alertness about the entire establishment and the impression on the customer is a favorable one.

Something is lacking in the non-advertised, non-progressive store, and it is usually in the proprietor or a retail merchandiser who lacks the acumen to see the necessity for properly advertising his wares to the public, and who is more than apt to overlook or badly manage the many other important details which make for success.

It is not the advertising itself which marks the difference between the stores; but the advertising or lack of it is invariably an index to the business ability and management of the owner. The retail merchant who advertises is out to win. He is progressive, intelligent, wide-awake to the possibilities of his business and realizes

O'NEILL-ADAMS Co

1868 Established 43 Years 1910

6th Ave., 20th to 22d St.

Women's $1.98 to $3 Gloves at $1 a Pair

In the Surety Stamp Sale

Both Buildings—First Floor.

12, 16 *and* 20 *Button Mousquetaire Gloves.*

Probably the greatest bargain in gloves ever offered in New York. Short sleeves are returning and Paris has determined that long gloves must be of suede, so these are exactly right with the fashion and one-third of the price.

The 12 *Button, in tan, brown, mode, gray, black and white*

The 16 *Button, in tan, mode, gray, white and black.*

The 20 *Button Length, in all black.* $1 *a pair.*

We give SURETY STAMPS and redeem them in merchandise.

Specialty advertising by high-class stores in New York is up to the highest standard. This advertisement in class newspapers brought excellent results.

that if he wishes to sell his goods and build up his business he must seek out the people and tell them his story. He realizes that the men and women of the present day are too busy to spend their time searching for a place to spend their money.

He realizes the importance of small things—of having a definite sales and merchandise policy—of adhering to it strictly and watching every detail of his business to see that it conforms with that policy and makes the impression on his customers that he desires.

The Value of a Good Impression

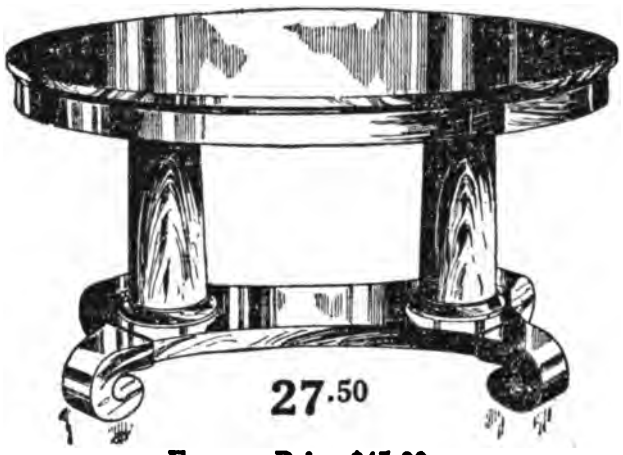
Retail establishments make impressions much as individuals do, whether they be good, bad or indifferent, and as in the case of an individual it is usually a number of small things, numerous details, which blended into a composite whole are responsible for the impression created.

It is needless to point out the value of a good impression, whether it is made by a store or by an individual, because in both cases there is usually something to be sold and another man's attention and interest and liking to be secured before the sale can be consummated. The effect of a definite advertising policy on a store which has never advertised rightly or neglected it altogether is something magical. As stated, it affects every part of the business and stirs the entire organization into life. Its effect is similar in a way to the case of a Chicago

REVELL & CO.

Mahogany Library Table Sale

TO-DAY:



Former Price $45.00.

This high grade Library Table, with oval mahogany top measuring 30 inches by 50 inches, extra heavy pillars and beautifully shaped scroll base. The Table is fitted with large drawer and is of best quality throughout. Former price $45.00. Special price **27.50.**

Wabash Av. ***Alexander H. Revell & Co.*** ***Adams St.***

Exceptionally good, because it shows article advertised so effectively. A good drawing and proper amount of white space invariably make an excellent combination.—Chicago Record-Herald.

salesman whose regeneration in dress came through the purchase of a new overcoat.

This man was a clever salesman, knew his business and had much natural ability, a personality which pleased and was a success, but he had to work twice as hard for it as many of his competitors, had to have twice their natural ability because he invariably made a bad first impression. He dressed carelessly, not exactly shabbily, but his appearance was never prepossessing to the extent it should have been. He created a very neutral impression at best.

Three or four years ago, or whenever it was, the Newmarket overcoats were in style; the close-fitting kind, which were popular for a time. He went into Marshall Field & Company's store in Chicago one day to purchase a winter overcoat. The particular overcoat which he liked was a Newmarket, stylishly cut, silk lined; an exceptionally fine coat. The price was higher than he was accustomed to paying and the style of the garment was almost too much for his esthetic tastes, but it struck his fancy so much that he bought it and it improved his appearance to a marked extent.

That was a start of his regeneration in the matter of dress. The very style and appearance of the coat compelled a suitable background. He purchased a new hat and to make it coincide with the coat in appearance he took more care in his selection and was fitted to one which was really suited to him. He bought a new pair of shoes. He found the contrast between the suit of

Women's and Children's Outfitters

E. E. Atkinson & Co.

Nicollet at Seventh Minneapolis



Our Greatest Waist Clearance

inspired by one desire to reduce our waists to a minimum before inventory

3000 Dainty Lingerie Waists

with values ranging from

$2.50 to $6.50

Priced Saturday at

$1.50 — $1.95 — $3.95

THEY come in a wonderful assortment of high and Dutch necks, elbow, three-quarter and full length sleeves. Materials are the favored sheer batiste, imported Marquisettes, voiles and French lawn; — trimmed with a beautiful combination of various laces and embroidery.

Arrangement and illustration well carried out. Liberal use of white space justified by the importance of the sale.—Minneapolis Tribune.

clothes he wore and the new overcoat was so great that he was compelled to make another purchase. Neckties which looked like shoestrings also showed a glaring lack of team work with his new clothes and the haberdasher who saw him but seldom received an order for a general layout.

The improvement in his appearance was really marvellous and it was worth much to him in dollars and cents. He found less trouble to sell his goods because his prospect was prepossessed in his favor from the start. His words seemed to carry more weight and his work of salesmanship was lightened. Geniuses can afford perhaps to ignore the effect of appearance, but to the ordinary man it counts for much and the lack of it creates a needless handicap.

And it is much the same with a retail store. The effect of appearance cannot be too much emphasized and many a retailer has found his advertising was the means to his regeneration because it forced action, encouraged action and, most of all, showed by contrast just how necessary it was.

Good advertising of a retail business should reflect the character of the institution, its methods of doing business, its practiced principles, the personnel of its institution, the standard of its quality, the standard of its prices, the standard of its selling service.

New-Velvet Messaline Dress



Like Illustration

$30

FROM the wide fold at the bottom of the straight narrow skirt to the dainty net and lace yoke, this dress is in accord with the latest dictates of fashion.

Comes in blue, brown or black—regular sizes.

The velvet is of excellent quality and the messaline forming the body of the dress is sheer and soft—adapting itself to the figure. It is really a very smart tailored garment and a great value at $30.

Other Tailored Models

of good value at

$17.50, $22.50, $27.50, $35, $45 and up

They come in Panama, Voile, Taffeta, Silk Poplin, etc., etc.

E. E. Atkinson & Co., Inc. *Joseph Strange*

The Sixth St. Store

SIXTH ST. AT CEDAR—2d Floor

The typographical arrangement of this ad is good. Illustration should have been more clear. Argument clean and dignified.

Window Displays

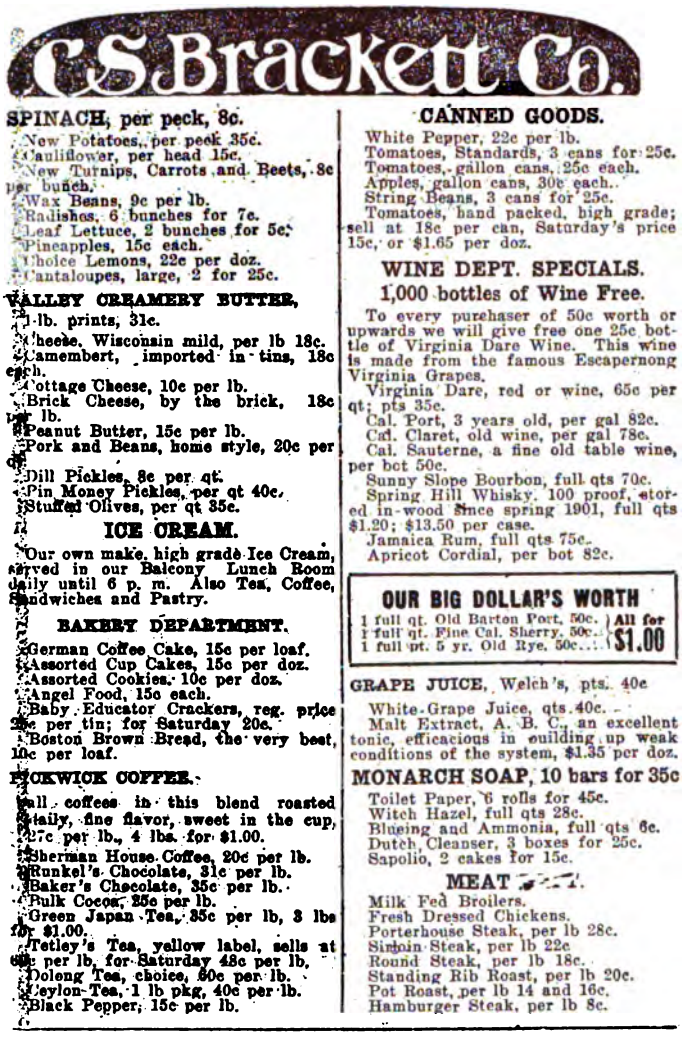
Form a definite merchandise policy and form a definite advertising policy to coincide with it. Select the medium or mediums with which you desire to reach the public. See that your store is neatly and conveniently arranged. Proper window display is important. There is no better method open to all retailers than advertising by window displays and no method which is taken advantage of less, considering its possibilities. No matter where you are located many people pass your store every day. If your window display is arranged attractively, featuring merchandise which is in demand, it will sell goods for you. The window display should be changed often, and if you are using newspaper advertising your window displays should be arranged in conjunction with it.*

Newspaper Advertising

Newspaper display space is one of the most common forms of advertising used by retailers and it is one of the best. So many merchants, large and small, throughout the country are successful users of newspaper space that there is no question as to its value.

This kind of advertising has advantages over all other forms of publicity available to the retail merchandiser, because more than any other form it gives the store prestige. It has a cumulative effect on a business which

[Editor's Note.—In another part of this work will be contained a special article on window display and its uses.]



C. S. Brackett Co.

SPINACH, per peck, 8c.
New Potatoes, per peck 35c.
Cauliflower, per head 15c.
New Turnips, Carrots and Beets, 8c per bunch.
Wax Beans, 9c per lb.
Radishes, 6 bunches for 7c.
Leaf Lettuce, 2 bunches for 5c.
Pineapples, 15c each.
Choice Lemons, 22c per doz.
Cantaloupes, large, 2 for 25c.

VALLEY CREAMERY BUTTER, 1-lb. prints, 31c.
Cheese, Wisconsin mild, per lb 18c.
Camembert, imported in tins, 18c each.
Cottage Cheese, 10c per lb.
Brick Cheese, by the brick, 18c per lb.
Peanut Butter, 15c per lb.
Pork and Beans, home style, 20c per qt.
Dill Pickles, 8c per qt.
Pin Money Pickles, per qt 40c.
Stuffed Olives, per qt 35c.

ICE CREAM.

Our own make, high grade Ice Cream, served in our Balcony Lunch Room daily until 6 p. m. Also Tea, Coffee, Sandwiches and Pastry.

BAKERY DEPARTMENT.

German Coffee Cake, 15c per loaf.
Assorted Cup Cakes, 15c per doz.
Assorted Cookies, 10c per doz.
Angel Food, 15c each.
Baby Educator Crackers, reg. price 25c per tin; for Saturday 20c.
Boston Brown Bread, the very best, 10c per loaf.

PICKWICK COFFEE.

All coffees in this blend roasted daily, fine flavor, sweet in the cup, 27c per lb., 4 lbs. for $1.00.
Sherman House Coffee, 20c per lb.
Runkel's Chocolate, 31c per lb.
Baker's Chocolate, 35c per lb.
Bulk Cocoa, 25c per lb.
Green Japan Tea, 35c per lb, 3 lbs for $1.00.
Tetley's Tea, yellow label, sells at 40c per lb, for Saturday 48c per lb.
Oolong Tea, choice, 50c per lb.
Ceylon Tea, 1 lb pkg, 40c per lb.
Black Pepper, 15c per lb.

CANNED GOODS.

White Pepper, 22c per lb.
Tomatoes, Standards, 3 cans for 25c.
Tomatoes, gallon cans, 25c each.
Apples, gallon cans, 30c each.
String Beans, 3 cans for 25c.
Tomatoes, hand packed, high grade; sell at 18c per can, Saturday's price 15c, or $1.65 per doz.

WINE DEPT. SPECIALS.

1,000 bottles of Wine Free.

To every purchaser of 50c worth or upwards we will give free one 25c bottle of Virginia Dare Wine. This wine is made from the famous Escapernong Virginia Grapes.
Virginia Dare, red or wine, 65c per qt; pts 35c.
Cal. Port, 3 years old, per gal 82c.
Cal. Claret, old wine, per gal 78c.
Cal. Sauterne, a fine old table wine, per bot 50c.
Sunny Slope Bourbon, full qts 70c.
Spring Hill Whisky, 100 proof, stored in wood since spring 1901, full qts $1.20; $13.50 per case.
Jamaica Rum, full qts 75c.
Apricot Cordial, per bot 82c.

OUR BIG DOLLAR'S WORTH
1 full qt. Old Barton Port, 50c.
1 full qt. Fine Cal. Sherry, 50c.
1 full pt. 5 yr. Old Rye, 50c.
All for $1.00

GRAPE JUICE, Welch's, pts. 40c
White Grape Juice, qts 40c.
Malt Extract, A. B. C., an excellent tonic, efficacious in building up weak conditions of the system, $1.35 per doz.
MONARCH SOAP, 10 bars for 35c
Toilet Paper, 6 rolls for 45c.
Witch Hazel, full qts 28c.
Blueing and Ammonia, full qts 6c.
Dutch Cleanser, 3 boxes for 25c.
Sapolio, 2 cakes for 15c.

MEAT [illegible].

Milk Fed Broilers.
Fresh Dressed Chickens.
Porterhouse Steak, per lb 28c.
Sirloin Steak, per lb 22c
Round Steak, per lb 18c.
Standing Rib Roast, per lb 20c.
Pot Roast, per lb 14 and 16c.
Hamburger Steak, per lb 8c.

Grocery advertising, to be profitable, must be condensed. There is little chance for illustration. Special bargains on special days advertised regularly in the local papers can be made very profitable for a good grocery store. Regardless of the popularity of the store, this grocer should have his address in the advertisement.

brings far greater returns than any other mediums which can be used, although they all may, and usually do, contribute to the effect as a whole. The public is usually quick to give recognition to a store which advertises in newspapers because it compels recognition.

It can be safely asserted that as a general rule it takes years of advertising through billboards, street cars, programs and circular letters to bring the same results that a consistent newspaper campaign will effect in a short time. It is not meant by this that the above mentioned forms of publicity are not valuable for retailers. They are all good in their way and particularly so when used in conjunction with a definite main line of advertising such as a campaign in the daily press.

No matter what business a man may be in or what his experience may have been, it should not be hard for him to realize what a newspaper will do for him if he uses it correctly and consistently, because he is dealing with something with which he himself is familiar. The newspaper buying public is the largest of any because practically the entire buying public in any line of merchandise is a reader of newspapers.

We will assume that you are a reader of one or more newspapers. The number of papers you read will depend to a great extent, of course, upon your locality. If you are a resident of a fair sized city the probabilities are that you read at least two newspapers a day, one in the morning and one in the evening. In a smaller town you may read only one newspaper a day, possibly only one a week.



This advertisement has little, if any, individuality. The display is "wrong end to," in that the prices, which are most important in this class of advertising, are buried.—Chicago Tribune.

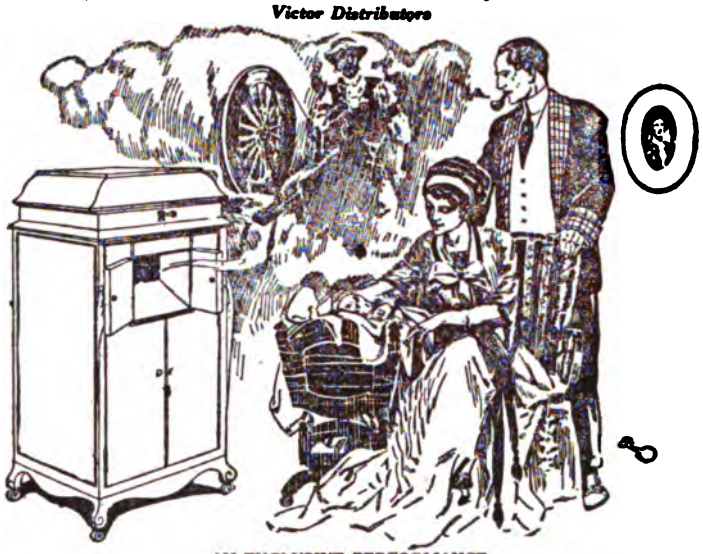
You look to your newspaper for news of the world's doings, for your sensations, for knowledge of church or charity work, your sports or society news—your political or practical information. When any question of interest to your community is up for settlement you want information and you also want to know what the community at large thinks before you make up your own mind, and to find out you look to your newspaper. There you find the opinions of thousands who think as you do put in terse, readable, vigorous English, yet what you would like to say yourself if you knew how and had the opportunity.

For one or more of these reasons your neighbors read the newspapers, and there is no method which gives you a more direct line to their attention. You are simply adding to the newspaper, which has itself the features that attract them to your store news, and if your part is told in a clear, interesting way, you will get your share of their attention.

Whatever his station in life, everyone reads the newspaper. It is the strongest tie in any community to bind together the people who make up that community. There is no better place to tell your news, for advertising is news. In what is the average man or woman more interested than in what they eat or wear, or buy for amusement, or culture or self-advancement? And where can they find the interesting, the necessary details concerning these things except in the newspapers? A newspaper without advertising would lose half its value to the average reader.

WURLITZER

Victor Distributors



AN EXCLUSIVE PERFORMANCE

CARUSO, FARRAR, SCOTTI, PLANCON AND OTHER STARS OF THE Chicago and Metropolitan Opera Company will sing for you exclusively, giving you the best their repertoire affords, if you have a Victor Victrola.

Grand Operas, Comic Operas, Ballads, Comic Songs, Vaudeville and Minstrel Performances, all by the world's greatest singers and entertainers, are at your service through the medium of the wonderful musical marvel, the

Victor Victrola

Let us send this great entertainer to your home

On Approval

Wurlitzer's Special Free Trial Plan—We will send a Victrola and ***36 records*** of your selection to your home, if you are contemplating the purchase of a Victor, to prove to you that the Victrola is the greatest musical instrument and entertainer in the world.

Pay Nothing Down

Make a small deposit only for the records you decide to keep. Make your first payment on the Victrola ***after Christmas***, paying for it in small monthly installments.

COME IN AND HEAR THE NEW VICTROLAS AT $75 AND $100

Sold at $7.50 and $8.00 per Month—Nothing Down.

Victors $10.00 to $100.00
Victrolas $75.00 to $250.00

Twelve Demonstration Rooms on First Floor

The Rudolph Wurlitzer Co.

266 and 268 Wabash Avenue

Between Jackson and Van Buren

A good illustration in keeping with the copy which follows. The arrangement of the headlines is effective without the use of very large type. —Chicago Record-Herald.

How would you and your wife manage a successful shopping expedition, together or separately, for home things, things to wear or things to eat, if merchants hadn't told you through your newspaper that a special picture exhibition was on at Blank and Blank's, that Brown and Jones would feature tailor suits for women all next week, that Delaware peaches were just beginning to come in at White's, and so on?

Constant newspaper advertising will not only bring people to buy from you and increase your business, but it will raise your standing as a business man. It will give you better credit; it will enable you to buy more cheaply and in larger quantities. The wholesaler knows your advertising gives your store a wider outlet for his goods than that of your non-advertising competitor, he sees that you get the best selling propositions he has, because he knows you will push his goods. Things move in circles. You have a business that enables you to advertise; you advertise, that increases your business; increased business means more advertising, and so on, in an endless branching that brings you to success.

By such logical means the biggest concerns in the world have become simply the biggest concerns in the world. For you must remember that this year's advertising will help pay for next year's sales. And the business men of today are more fortunate than their fathers were. You can find out more about the value of newspaper advertising, be more positive about what it will do for you in five minutes now than you could formerly

HALLAHAN'S
GOOD SHOES

The Challenge Shoe for Men—$3

This is a shoe that stands the "test" from every viewpoint. First, it has a distinctive style. Second, it has Hallahan quality. Third, it is scientifically made, hence comfortable; but by all standards elsewhere it is a $4 value.

Each season we sell thousands of pairs of this "Challenge" shoe for men at $3.



Patent Coltskin Boot

One of our newest models; has sunburst eyelets, without hooks; straight tip; 1¾-in. heel; high arch; English backstay; "Freshman" last. $3.00.



Calfskin Blucher Boot

A sturdy style for winter wear, in black, gun metal calfskin; new tip; 1¾-in. Cuban heel; high arched shank; sunburst eyelets, with flat lacing hooks; "Freshman" last. $3.00.

P. T. HALLAHAN

919-921 MARKET STREET

Branches
2746-48 Germantown ave. 4028-30 Lancaster ave. Old Crystal Corner.

ALL STORES OPEN SATURDAY EVENINGS.

Displays the merchandise for sale to good advantage, also the price and description, plainly and distinctly.—Philadelphia North American.

in months. So much have our business and advertising men cleared the way and stripped advertising of the hold-up, the humbug, the mystery and the unfairness which characterized it in its infancy.

The Exception in Business

Occasionally you will encounter a retail merchant who does not believe in advertising and particularly in newspaper advertising, and in such a case you will find usually that he is an exception to the general rule in the matter of reading newspapers and advertising and is not able to get beyond himself. He pays but little attention to newspapers, he will assure you. His reading is of an entirely different character and as far as the advertisements are concerned he will assure you that he never so much as glances at them. He may look over his competitor's advertisements but purely for business information, not with any idea of purchasing. "Never," he will say, "have I answered an advertisement and purchased something I wanted on account of it." All of which may be true, although it is more than likely that half the purchases this man makes have really been made in response to some advertisements which he has read and which have left their imprint upon his mind without his being conscious of it. But let us admit that he is a hard man to reach through advertising, that is, of the printed kind. He is an exception, and if advertising is not necessary to

One of a series of single column advertisements which have brought good returns. The illustration here is different from the majority used in clothing advertising and the display is unusually effective.—From Record-Herald proof.

(STORE NEWS)

—MOSSLER CO.
50 Jackson Blvd.

'Tis the law of this establishment to clear stock each season so as to begin the new season with the newest styles.

Monday Morning!

SALE!

Discount of 25% Off Regular Prices



Our ***"twice yearly" Pre-Inventory Sale*** is an event appreciated by the better dressers.

Includes every size to 50. Clothes for business—street—storm—Auto and evening dress wear—ALL AT 25% OFF REGULAR PRICES!

Reduced prices: Suits and Overcoats, $15; $18.75; $20; $22.50; $26.25 and so on to our highest values

Don't miss this sale! Many garments light enough for Early Spring wear.

Mossler Co.

Clothes for Men and Young Men

50 Jackson Blvd.

his business or occupation no harm is done. But when this man is a retail merchant then he is in a dangerous position, because unless he can realize that the entire world of men are not fashioned as he is he will have to do business with the exceptions instead of with the general masses.

It is only natural for us to judge others by ourselves. The human race is much alike in most things and we are all conscious of the fact. But every individual has his own peculiarities and we should take them into consideration when planning to do business with the many. You personally may not read advertisements and money spent to reach you might be thrown away, but the man next door does read them, the man around the corner reads them, thousands of people who buy the kind of goods you are selling read them every day, and that is the fact you must take cognizance of, for your business cannot be successfully run according to your personal peculiarities, likes or dislikes, but in accordance with conditions as they actually exist. You must eliminate your personal belief in the matter and ascertain the real facts. You may think people are very foolish to waste time reading advertisements when they might be spending their time perusing an account of the ball game or the day's news from Washington, or the latest stock quotations; but if the great majority of people do read advertisements it is essential that you know it and take advantage of the fact.



There is no contrast like black and white, and no form of illustration attracts the eye more readily. In this ad small space is used to very good advantage.—Chicago Record-Herald.

Formulate a Definite Plan

Approach your advertising with an open mind. Realize first of all that it is a necessity for you and that the measure of your success depends in a large measure upon how well you do it. Do nothing on the spur of the moment, or in a haphazard way. Before you formulate your plans study the advertising of others in your line who have been successful. You will naturally have to learn very largely by experience; but by a careful study of the subject you can avoid many mistakes which cost money. There are certain basic principles which apply to retail advertising and which make for success, and there are certain other things which should not be done; and while you won't be able to learn all of these immediately, a fair proportion will give you the foundation on which to build for the remainder of your knowledge.

It is a peculiar fact but none the less true that men approaching any other line of business with which they are not familiar will give it the most earnest attention and thought, realizing that they must learn by hard work and experience, but seem to be under the impression that they are born advertising geniuses and that any study of the subject is a waste of time.

Do not start your advertising with a lot of preconceived ideas which are not founded upon actual experience or careful study.

Determine first of all how much money you can put

"Pioneer Makers of Hand-Made Furniture"

JOHN A. COLBY & SONS

RELIABLE FURNITURE

148 to 154 Wabash Ave., near Monroe

Dining Room Furniture

The round top pedestal Dining Table is the most popular style of table for the American Home.

The handsome table illustrated here is made of quarter-sawed white oak, 54 inches in diameter, extending to 8 feet, and is equipped with a double lock enabling the insertion of two leaves without dividing the base.



Solid quarter-sawed oak chairs to match. Chairs have slip seats covered with best quality leather at $3.75 each.

Store: 148 to 154 Wabash Avenue
Factory: 218 to 224 N. Elizabeth St.

BUY OF THE MAKER

When a retail store in its advertisement specializes on a single article great care must be exercised in proper display and illustration. Such an ad must "pull" or its value is lost. Good example of special copy.—Chicago Record-Herald.

into your advertising for the first year. Classify your advertising expenditure rightly to start with. Regard it as a standard expense, as you do your cost of rental or your cost of merchandise. Many retailers seem to regard the money they spend for advertising as money practically thrown away. As they sign a check for advertising they gaze upon it in a mystified, wistful way, as if wondering how they ever came to do it. It seems much the same to them as losing money on a slot machine, having their pocket picked or entertaining out-of-town customers.

People have told them that they should advertise and so they have done so, but with no well thought out idea of what it should do for them except in a general way, no definite policy of concentration. They just spend it here and there throughout the year in any way which seems to them for the moment to be a good way, and naturally they get poor results. They switch from this to that, not spending enough money along one settled line to give success a chance to find them, and at the end of the year they find their advertising expenditure was a considerable one and cannot understand why the results were so poor. Don't drift, but make up a plan of advertising and stick to it until you have developed all of the possibilities. After you have settled upon a certain amount of money to be spent within a specified length of time, lay out a definite plan to spend it. Concentrate. That is necessary to success, whether your appropriation is large or small. If you have a large appropriation you

STYLISH CAPES for children and misses in sizes 10 to 14 years, made of fine broadcloth with silk lined hoods and silk tassels. The colors are navy, cadet, and scarlet. Everyday price is $6.50; Special Saturday price **$3.95**

Where Fashion Reigns
Dearce's
403-405-407 NICOLLET

LIGHT WEIGHT COUTILLE CORSET for summer wear, either high or low bust, long or short skirt effect, in the most popular makes at prices ranging from $1.00 to..... **$5**

Low Prices for Saturday

Coats, Suits, Dresses, Waists, Hats, Underwear

Coats

Fashionable Coats of fine English Serge, Silk Cloth of Gold and novelty materials. Come here expecting to find styles and values worth $17.50 to $20.00, on sale at..... **$12.50**

Coats of Imported Materials in a dozen different correct styles. We believe these garments cannot be duplicated anywhere else in Minneapolis for less than $20.00 to $25.00..... **$14.75**

Suits

Silk Rajah Suits with self colored reveres of Moire silk and embossed collars. We show these suits in blue, tan and gray. They would be good values at $25.00— only..... **$18.75**

Fashionable Tailored Suits of French Serge, Diagonal Serge and novelty materials. About 50 suits selected from our $29.00, $35.00 and $37.50 lines. Every good color, at..... **$21.45**

Dresses

Stylish Dresses made of Jap Silk Mull, in white, blue, corn and pink colors. The skirts are finished in Tunic style. Saturday price.... **$8.45**

The season's latest styles in plain and figured silk dresses, Foulards, Taffetas and Pongees. Many of these dresses have been selling at $20. Sale price..... **$11.50**

Wash Dresses

Wash Dresses in gingham, chambray and other wash materials in all good colors and checks and stripes. A very extensive assortment of styles. You cannot fail to find a pleasing model **$4.95**

French Ginghams in blue, tan, lavender and pink and striped effects. Several styles showing plain plaited skirt and skirts with the over-drape effect. **Pure Linen Dresses** with Gibson shoulders and gored skirts trimmed with red buttons and piping. **Pretty figured Batiste Dresses** with Torchon lace yokes and trimmed with lace insertions. Pretty skirts with self border about the bottom, at..... **$6.75**



Hosiery

Lace Lisle, plain lisle and Maco cotton hosiery, in black, tan and white, 25c and 30c stockings for..... **15c**

Very fine lace lisle hosiery in black only. These stockings are sold every day by us for 45c. Saturday special price..... **25c**

Skirts

Black Mohair and Panama Skirts in stylish models, plaited. Skirts that might readily be sold at $4 to $5. Saturday price..... **$2.95**

Skirts of Serge, in cream or navy shades, and skirts of Panama, in black or navy. very special..... **$4.95**

Waists

Plain Tailored, Embroidery and Lingerie Waists. Delightful styles shown in a great variety. The materials are Linen, Lawn and Mull. They are exceptional bargains at..... **$1.25**

Fine Lingerie Waists in high and Dutch styles, trimmed with exquisite lace and embroidery. There will be no such values shown on Nicollet avenue tomorrow at less than $3.50, our price..... **$2.50**

Underwear

Corset Covers of Nainsook, trimmed with Cluny lace and lace beadings, with ribbon drawn through them. A good cover at 39c. Sale price..... **25c**

Drawers made of fine Longcloth, trimmed with either Swiss embroidery flounce or torchon lace. Special..... **50c**

Combination Suits, made of French Nainsook, trimmed with German Val. lace, lace beading and ribbon. A good $1.25 combination suit for only..... **75c**

Gowns of French Nainsook, made slipover or high neck effects and trimmed with fine Swiss embroidery, Val. lace or Cluny lace. Our regular $1.25 gown for..... **95c**

Fine Cambric Petticoats, trimmed with embroidery, Swiss flounce or Val. lace insertions and edge. A $1.50 petticoat for..... **79c**

Princess Slips, one of the most popular garments in the underwear section; made of fine French Nainsook with flounce of Val. lace and edge, for..... **$1.25**

Consistent and forceful. Typographical frills sacrificed to bring out bargains clearly. There is no advertising like the simple kind.—Minneapolis Tribune.

can, of course, use more forms of publicity than if your expenditure is to be a small one, but do not scatter your ammunition. See that you fire enough shot in one direction to take effect.

The Necessity of Concentration

By concentration is meant just this: To reach a certain percentage of your possible customers often enough to make an impression upon them; to plant in their mind the desire to buy from you. The more people you are able to reach, naturally the greater the returns. For instance, if your business is located in a town which has but one newspaper you can reach all the newspaper readers in your town by advertising in this newspaper. But if there are two newspapers then you have two circulations to consider. Assuming that both papers are read by people who buy the merchandise you are selling, they each have a certain number of people who are prospective customers for you.

If your appropriation is large enough to enable you to advertise in both these papers often enough and with large enough space, they can both bring you good returns, but if your expenditure is limited to start with, recognize that fact and select one of the papers and use that one effectively. Advertise often enough in the one you select to make an impression strong enough on its readers to bring them into your store.

Do not divide the money which is needed for a suc-

American Beauties

**Longest Stems—Perfect Blooms—
Absolutely the Best That Grow**

$5.00 Per Dozen

These are the kind that some florists have the nerve to charge you $10.00 for, and others feature at $6.00.

**Our $1.00 box contains two dozen
Fresh Killarney Roses**

Telephone your order and open a charge account.

Lubliner & Trinz
FLORISTS

44 Randolph Street

Phones { Central 614
Central 3906

Next Door to Marshall Field's

This should have interested anyone who read it in his newspaper the day he intended to buy flowers. A florist in any community can increase his business by consistent advertising—Chicago Tribune.

cessful campaign in one paper into two parts, because you will not be hitting hard enough and often enough in one direction to make any impression. A salesman who made one call in a day and sold goods would be much better satisfied with his day's work than if he had called on ten people, dropped his card and hurried away before they had an opportunity to get interested in the article he was selling. The proposition of newspaper advertising is much the same. An occasional appearance in a number of papers cannot make an impression on anyone. You are not getting any closer to their readers than a salesman would get to you who called at long intervals, said a few words and then allowed you to drop him entirely out of your mind until his next visit.

This applies to large cities as well as small. If you are living in a city which has, say, four, five or six papers which reach the kind of people with whom you wish to do business, do not be discouraged over the amount of money it will require to reach them and decide that while advertising is undoubtedly a good thing it costs too much money. You may look over the papers and in all of them you will see the advertisement of Jones & Company, for instance. They are not necessarily a department store either, for some of the best advertising in America at present is being turned out by specialty stores, single stores or stores which sell two or three lines of goods.

You look over Jones & Company's advertisements and figure up the cost. You know they are successful merchants, but you can't figure how they are able to spend

Shirvan Rugs

There are no low priced rugs to compare with these in adaptability, handsome designs, and durability. Their popularity is evidenced by the increasing demand every year for them. Our best customers are those who have personal knowledge of their merits. The prices are very low, as will be seen by this list.

2-3x4-6 are	**$1.25** each	7-6x10-6 are	**$8.75** each
3-0x5-3 are	**$1.75** each	9-0x9-0 are	**$9.00** each
6-0x7-6 are	**$5.00** each	9-0x10-6 are	**$10.50** each
6-0x9-0 are	**$6.00** each	9-0x12-0 are	**$12.00** each
7-6x9-0 are	**$7.50** each	9-0x15-0 are	**$15.00** each

We carry a complete assortment for both upper and lower rooms in appropriate designs and color combinations. Do not fail to see these rugs.

The Vincent-Barstow Co.

725-801 EUCLID AVENUE

There is nothing startling about this ad except its extreme simplicity. There is no question about what is being advertised and where to get it. Ordinarily, this advertisement would be called commonplace. Note, however, the small space used for the number of articles advertised.—Cleveland papers.

so much money. You realize that they are doing business right, but when you think of how much money it costs them you don't see any possibility of your putting a like amount into advertising your business.

The chances are that Jones & Company started in a small way; the way you should do. Start advertising in one or two newspapers properly and then take on the remainder of the papers when the ones which were already in use have brought in sufficient returns to make the expenditure advisable.

Avoid Promiscuous Publications

When you have selected the one or two or three newspapers which you have decided to use, settle upon the amount of space you will use and at during what time in the year. If you intend to use street car advertisements, billboards, theater programs or similar mediums in connection with your newspaper advertising, settle definitely upon the sum you intend to devote to them. After you have made your plans follow them out with as little change as possible. Avoid using promiscuous publications, programs, etc., the thousand and one unproductive schemes which are constantly brought before you. Some of them it may be necessary for you to use to secure or retain the good will of those doing business with you, but such cases are exceptional. Many of the most successful retail stores have made a positive rule barring this kind of advertising which they never break.

Oriental Rugs

In Large & Small Sizes

Nahigian Brothers are showing remarkably good specimens of almost every variety of Oriental rugs, that are rarely equaled anywhere.

In making your purchases of Oriental rugs here, you have absolute assurance of the reliability of qualities and values. A cordial invitation is extended to all to inspect our rugs and to compare prices.

A few specials for the week:

Name	Size	Regular	Special
Royal Keshan....	12.8 x10.0	$1000.00	$810.00
Royal Keshan....	6.9 x 4.6	175.00	125.00
Royal Kirmanshah.	14.9 x10.11	585.00	440.00
Royal Kirmanshah.	6.4 x 4.2	75.00	59.00
Royal Sarouk.....	12.1 x 8.5	400.00	325.00
Royal Sarouk.....	6.9 x 4.5	75.00	58.00
Cashmere.....	10.7 x 7.2	95.00	85.00
Cashmere.....	5.9 x 4.4	28.00	22.50
Sereband.....	6.10x 4.3	58.00	45.00
Fine Persian Silk..	5.4 x 4.0	200.00	145.00

Nahigian Brothers

Native Importers

177 Wabash Ave.

20 Years of Conscientious Rug Selling

Small space well utilized. Consistent advertising made this store popular in a remarkably short time—Chicago Record-Herald.

As a rule the sum of money asked for is small and you scarcely notice the individual expenditure, but when they are totaled at the end of the year you will find you have spent considerable money which is a practical waste as far as actual returns are concerned.

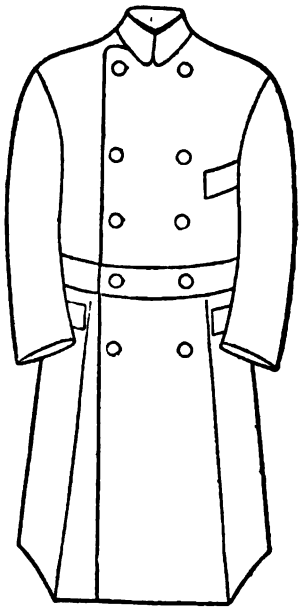
The importance of having the goods you are advertising properly displayed in your store and in your windows, of having efficient clerks who are aware of what you are offering for sale, has been dwelt upon, and now we come to the question of copy.

Style of Copy

The exact kind and style of copy which will be most effective depends necessarily upon the character of the merchandise to be sold.

If jewelry is to be sold obviously a different appeal must be made from that which would be necessary to sell shoes at $2 a pair. The quality of your merchandise is judged by the wording and appearance of your advertisement. Therefore it is necessary to show proper care, in preparing an advertisement, to have it convey the exact impression you desire. If the advertisement is for a store which specializes in quality merchandise and makes a play on that feature, the advertisement typographically and in every way should reflect that policy and plainly convey that impression. The way in which it is written, the kind of type used, the way it is displayed, will do this.

An excellent setting for a single column advertisement. Cut is distinctive, description good. Space is small but used to best advantage. —Chicago Tribune.



Our Tourist Model
(Double Acting Collar)
Shows Buttoned Across Throat

Coming well below the knees; Straight Loose Back and all made with our new Convertible Double Acting Collars (designed by ourselves) and the best collar you have ever seen on an overcoat.
All kinds of New Fancy Cheviots in Scotchy effects, very handsome and at all prices: $20, $25 and up.

Our specialty is good clothes for men for as little money as good clothes can be made.

Our *prices* are the same as you'd pay anywhere else—but we doubt if the values we've succeeded in putting into every Suit and Overcoat can be equaled.

Gibbons
Clothes Shop
49 Jackson Boulevard

Advertisements of any retail store are intended simply as store news. In preparing an advertisement for any article of merchandise you wish to sell make your copy natural and convincing. In describing the article talk about it naturally, the way you would to a prospective customer in your store.

Writing Advertisements

It is not necessary to make an advertisement a piece of literature. The selling points you use across the counter are the points you should incorporate in your advertising, for advertising is salesmanship on paper, nothing more or less. The man or woman who will be interested in your advertisement, who is in the market for the article you wish to sell wants to know but few things, but those few things must be presented in a natural, interesting, convincing manner.

A description of the article for sale, its particular advantage and value and its price are the salient points you wish to impress upon the prospect.

It is always desirable to avoid levity in advertising. Anything which tends toward the humorous in copy invariably weakens it. The bright sally or jest which seems so funny when it is written usually looks very flat when reduced to cold type. The public usually resents anything of the kind and fails to give the advertisement the attention it should receive.

People who are spending money do not regard it as

The "Broncho Buster"

From the Land of the Cowboy

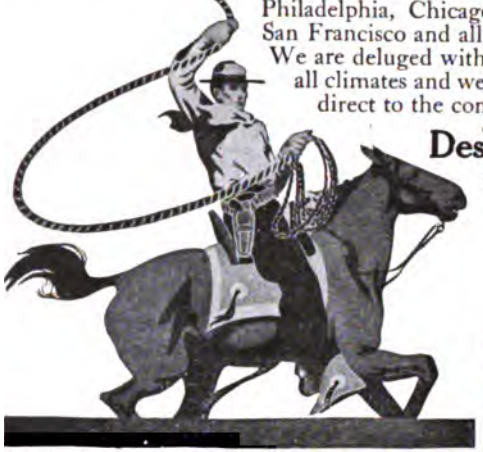
It's a typical Texas cowboy hat, and the style that all Texas cowboys wear. When it comes to headwear, the Texas cowboy is particular. The quality *must* be there or he won't buy. *He wouldn't wear a cheap hat any more than he would carry a cheap gun.* This is the hat that has built our reputation. We have made the "Broncho Buster" popular on the boulevards of New York, Philadelphia, Chicago, New Orleans, San Francisco and all large cities. It's the hat of a gentleman and is suitable for all open air occasions. We are deluged with orders from North, South, East and West. The "Broncho Buster" is suitable for all climates and weathers—a very picturesque style, *originated, manufactured* and sold by us exclusively, direct to the consumer. Five Dollars won't buy you a better hat anywhere.

$3

Regular $5 Value



Express prepaid



Description The "Broncho Buster" is made of fine quality felt, light tan color, very light-weight, trimmed with richly carved Mexican leather band. The brim is a "never-flop" and will positively hold its shape. The "Broncho Buster" is made in two dimensions; brim 3 inches, crown 4½ inches; brim 3½ inches, crown 5 inches; a regular $5 hat, sent express prepaid for **$3**

BE SURE TO STATE SIZE

To Dealers

The growing demand for the popular "Broncho Buster" hat and our National publicity campaign in which we are investing thousands of dollars, make the agency for this hat a splendid paying proposition. We will place **one agency in every town,** with **the best dealer.** The dealer securing this Agency will be **fully protected** and his sales should net him handsome returns. If interested, don't delay, but write us at once for our Agency Plan.

Our Guarantee

We hereby **Guarantee** our "Broncho Buster" Hat to be exactly as represented, and failing in any particular, or if you are not **entirely** satisfied, we will promptly refund your money. Order today. Address

Houston Hat Co.

Dept. A **HOUSTON, TEXAS**

27090—11—September 10 '10—½ page

Original and catchy hat advertisement used in both newspapers and magazines. Prepared and placed by The Crockett Adv. Agency, New Orleans.

a joke. It is usually a serious matter with them. They want the best and the most they can get for their money and the advertiser should constantly keep this in mind. Many retail merchants who are good salesmen and good business men are poor advertisers and get poor or indifferent results from their publicity appropriation simply because they don't write the way they talk.

If a stranger entered a retail store and examined an article with an idea of purchasing it the proprietor would not regard this as an opportunity to be humorous or to show his ability as a linguist. On the contrary, he would show the article in which his prospect was interested and respectfully and earnestly explain how it was made, the advantages it possessed over others of its kind, name its price and emphasize it if it was a special inducement.

He would strive in every way to make a good impression, to make the prospect feel favorable toward the article in question and to create a desire on his part to own it. If the merchandise in question was right and the price was right, the sale would probably be made.

The merchant accomplished this by the very simple process of showing his goods, explaining the merits of it and naming a price which convinced the prospect that it was a good "buy" for him.

The same merchant when he takes pen in hand to prepare an advertisement often ignores the very sales methods and sales points which enable him to sell goods over his counters. He forgets the salient points he wishes to bring to the attention of his readers, he forgets properly

to present and emphasize the vital facts in which they are interested and floats off among the clouds, finally turning out an advertisement absolutely lacking in selling force.

In preparing an advertisement it is a good plan to follow the same method a newspaper reporter uses when preparing a story or an article. Put the gist of your news, the most important of your facts, in the first paragraph of your advertisement. This corresponds to the lead of a newspaper story. Then elaborate on the facts you wish to incorporate in your ad in the order of their importance. Describe the goods you are offering, state the price, explain why they are a good "buy." Avoid the use of superfluous words, but don't make your descriptions too bare. Remember, the man or woman who reads your advertisement is not as familiar with the articles you are describing as you are and it is the purpose of your advertisement to make them so.

Head Lines

When you have completed the text matter it is time enough then to think about the headlines. A strong, effective headline which attracts attention is a necessary part of any good advertisement, but its value is often over-estimated, or rather, it is asked to do more than it can possibly accomplish.

The headlines alone will not sell goods for you. It is an important part of newspaper copy and in conjunc-

tion with the other features of your advertisement will attract attention, but the facts that are under it must sell the goods. Many retail advertisers make the mistake of writing their copy from the wrong end. They first think of some striking headline which they figure will draw the eye and then having done this fill in the remainder of their copy as best they can to conform with it, which is simply another case of putting the horse in front of the cart.

If the same procedure that formerly was used in a newspaper office, the facts of a story or article would first be handed to the editor or copy reader, who would write the headlines and then pass them over to the reporter as the basis for his story. It is not hard to imagine what the result would be, and the result in advertising is much the same. The reader's attention is attracted perhaps by the headline, but after his attention has been attracted he finds nothing there to interest him and nothing which creates any desire on his part to buy. Use as your chief headline the most interesting, vital fact contained in your advertisement, in other words, the very gist of your news. If your copy is sufficiently large for sub or smaller headlines, display your most interesting facts in order of their importance.

After you have prepared your copy and determined upon the headlines, then comes the question of arrangement, or makeup. Determine what space it will require properly to display the copy and how, if at all, you wish to illustrate it.



Every Woman Admires The Well-Dressed Man

Grit your teeth, Mr. Man, throw back your head, and say: "Happen what will, I am going to be prosperous."

And you will be, provided you "dress" and "look" the part. It's up to you.

Needn't be extravagant either—if you trade with us. Our exclusive, model tailor shops are located in New York, the city where the styles come from. Our tailor-mechanics actually *build* clothes. There's strength in every stitch, and true style in every outline.

The main figure in the illustration is a reproduction from a photograph of a man wearing one of our new models. Note the perfect fit around the neck, the smooth, manly shoulders, the liberal lapel—see how correctly the sleeve hangs from the armhole, and observe the fullness and smoothness across the chest. *All Our Clothes Fit That Way.* They're bench-tailored. We contract for entire outputs of mills—therefore get immense values in woolens.

We have a great variety of patterns in suits and overcoats, but at only three prices

$10 $12.50 $15

If, per chance, a garment should prove disappointing, we insist that you allow us to replace it free of charge. Ours are progressive ways. We do business on the "big sales—small profits" plan in our chain of stores. Can't afford to displease even a single customer.

We sell only Ready-to-Wear Clothes---you see what you buy.

JAMES O. BOONE CLOTHING CO.

From Maker to Wearer

510 Church St. **Nashville**

Strong newspaper clothing copy. One of a series that brought excellent results in Atlanta papers. Prepared and placed by The Massengale Agency, Atlanta.

It is always best to decide upon the amount of space needed for an advertisement after it is written. You have no doubt noticed much well written copy which was crowded so badly that it failed to make the impression it should. Setting an arbitrary space for an advertisement before it is written is very similar to writing an advertisement to fit a headline. No matter how good the copy is, it must be properly displayed to bring maximum results.

It hardly seems a good investment to take the time to prepare an advertisement, to pay for the cuts to illustrate it, to pay for newspaper space and then cripple its effectiveness by crowding it into an insufficient space. For the sake of saving 10 to 15 per cent on the publishing price you are lessening its value by probably 50 per cent.

This does not mean that it is necessary to use large copy to have it effective, for many of the most successful retail advertisers use only small space. But whether the space is large or small it is essential to have the copy fit it. The general appearance of the advertisement depends upon the manner in which it is arranged and displayed, and upon the kind of type used. And its general appearance is important, because the more pleasing it is to the eye the greater attention it will receive from the reader.

An advertisement which is neat and attractive starts with the odds in its favor. An advertisement on the next page may be really better written and contain more convincing selling facts, but if it is crowded, badly typed and

Imitation is the sincerest form of flattery. Unless these two stores are owned by one and the same proprietor, somebody is borrowing ideas. The creamery ad is a good one, considering the small space used.—Minneapolis newspapers.



GEO. A. BECK
GROCERIES
AT WHOLESALE TO ALL
11 WASHINGTON AVE NO

BOTH TELEPHONES.
T. C. 1943. N. W. M. 2703.
High Cost of Living Cheapest Here.
WHAT TO BUY—WHERE TO BUY.
Mail Orders Promptly Filled.
How to Buy Your Supply Right.

BREAD—Fresh today from our own bakery. loaf 3½c

SUGAR, best cane granulated, 25-lb. cloth sack $1.00
With $5.00 order, including 1.00 Dakonia Coffee.
(Union Flour in stock.)

FLOUR, Gold Medal—
98-lb. sack $3.25
49-lb. sack $1.65
FLOUR, Beck's Best, 98-lb. sk. $2.75
Every sack warranted to please.
Gold Seal the perfect coffee,
5-lb. cans $1.00
Coffee, Steel Cut Mocha and Java, 35c grade, lb. ..... 25¢
TEA, P Fired Japan, lb. 39c
TEA, good Green Japan, our leader, lb. ..... 25¢

DRIED FRUIT SNAPS.
Finest fruit-grown.
Prunes, 10-lb. boxes, med. size..65¢
Prunes, Oregon, 10 lbs., extra large ..... 85¢
Peaches, fancy Mats, 10-lb. boxes $1.00
Buy a box—this is a bargain—eye opener.

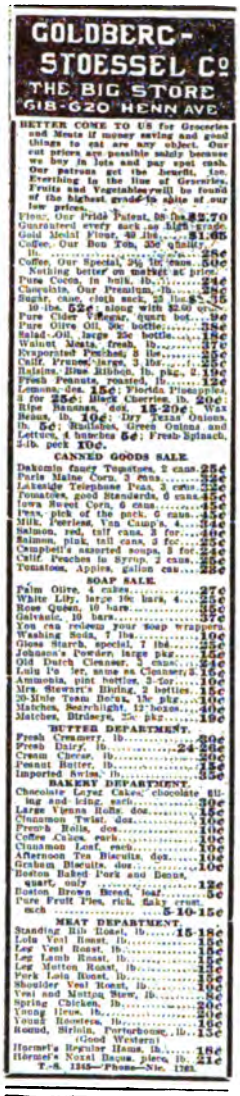
EGGS, fresh daily from the farms, by the case 19¢; or doz.....20¢
Extra large eggs.
Best for Birthe money.
Hams, Hormel's, 12 to 14 lbs. each, lb. ..... 17¢
Bacon, Hormel's, ... 20¢ and 22¢
Picnic Hams, Calif. cured, lb.. 15¢
Get your supply today.
LARD, Hormel's pure Lard, 3-lb., 5-lb., 10-lb., 20-lb. pails, lb. 15¢
It has gone to the bottom, so buy.
Cheese, Wisc Brick, lb. ..... 16¢
SAUSAGE, extra Milwaukee Cured Summer Sausage, lbs. ..... 18¢
Malta Vita Breakfast Food, pkg.. 7¢
Fresh shipment of Milk today.
Milk, Cornell Bros.' 16-oz. cans, dozen ..... 95¢
Milk, Cornell's Baby size, 6 cans 24¢
Milk, 3 cans 25¢, case 4 doz. $1.75
BULK PEANUT BUTTER, Royal brand, lb. ..... 15¢
Preserves, 3-lb. cans, assorted, Raspberry, Strawberry, Cherry, can 25¢
Syrup, Gold Medal, gallon can.. 35¢

Rice, extra whole Japan 5 lbs. for .....
Rolled Oats, bulk, Mother's, with dish...
Wheat, rolled, bulk, 5 lbs. for.....
Heart of Wheat, 2 lbs.
Beans, fancy hand picked, 5 lbs. for ...
Sardines, American, Oil, ½ size, 7 cans for...
Raisins, Blue Ribbon, 3 pkgs. for.....
Cocoanut, 2 lbs. for.....
Vinegar, 2-year-old Cider, gallon for.....
Corn, Peas and Tomatoes, 3 cans for.....
Milk, Van Camp's or Peerless, 3 cans for.....
Honey, new Clover Honey, 2 for.....
Cocoa, best quality, lb.
Maple Sugar, 2 lbs. for
Welch's Grape Juice, bottle for .....
Bluing or Ammonia, 4 large bottles for.....
Washing Soda, 16 lbs..
Soap, Calumet, 10 bars.

25c
25c
25c
25c

Potatoes, fancy Burbanks, 3 bu. by measure, 150 lbs., 2½ bu. sacks 95c
Sugar, best cane granulated, 100 lbs. $5.60
Soap, Galvanic, 100 bars..... $3.65
10 bars 39c
Rose Queen, 100 bars..... $3.50
10 bars 36c
Calumet Family, 100 bars..... $2.50
10 bars 28c
Swift's Pride Soap, 100 bars. $3.25
10 bars 34c
Lenox Soap, Santa Claus, 10 bars 26c
Toilet Paper, 10c rolls, 4 for....34c
(Best quality—just like velvet)
Matches, Safety, silent Lighter, 6 pkgs. for..... 11c
(Red tip, white tip, black tip, any tip)
(Spanish or Cuban).
Pineapples, 24 size, crate..... $2.00
Dozen $1.60
Pineapples, 30 size, crate..... $3.00
Dozen $1.10
Strawberries, Bananas, Lemons, Oranges, Grape Fruit, Cucumbers, Radishes, Onions, Asparagus, etc., at right prices.

Delivered to all parts of city.



GOLDBERG-STOESSEL CO
THE BIG STORE
618-620 HENN AVE

BETTER COME TO US for Groceries and Meats if money saving and good things to eat are any object. Our cut prices are possible solely because we buy in lots and pay spot cash. Our patrons get the benefit, too. Everthing in the line of Groceries, Fruits and Vegetables will be found of the highest grade to table of our low prices.

Flour, Our Pride Patent, 98 lbs. $3.70
Guaranteed every sack as high grade.
Gold Medal Flour, 49 lbs..... $1.65
Coffee, Our Bon Ton, 35c quality, lb. 25c
Coffee, Our Special, 5½ lb. cans .50c
Nothing better on market at price.
Pure Cocoa, in bulk, lb..... 14c
Chocolate, Our Premium, lb..... 28c
Sugar, fine, cloth sack, 25 lbs. $1.35
10 lbs. 52c; along with $2.00 or
Pure Cider Vinegar, quart bot....9c
Pure Olive Oil, 50c bottle..... 35c
Salad Oil, large 25c bottle..... 18c
Walnut Meats, fresh, lb..... 17c
Evaporated Peaches, 3 lbs..... 25c
Calif. Prunes, large, 3 lbs..... 25c
Raisins, Blue Ribbon, lb. pkg., 2 19c
Fresh Peanuts, roasted, lb..... 12c
Lemons, doz. 15c; Florida Pineapples, 2 for 25c; Black Cherries, lb. 20c; Ripe Bananas, doz. 15-20c; Wax Beans, lb. 10c; Dry Texas Onions, lb. 5c; Radishes, Green Onions and Lettuce, 4 bunches 5c; Fresh Spinach, 5-lb. peck 10c.

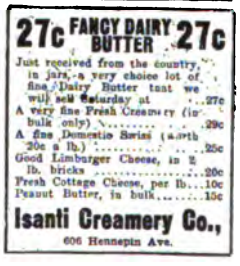
CANNED GOODS SALE.
Dakonia fancy Tomatoes, 2 cans..25c
Paris Maine Corn, 3 cans..... 25c
Lakeside Telephone Peas, 3 cans..25c
Tomatoes, good Standards, 6 cans..25c
Iowa Sweet Corn, 6 cans..... 25c
Peas, pick of the pack, 6 cans..25c
Milk, Peerless, Van Camp's, 4..... 25c
Salmon, red, tall cans, 3 for..... 40c
Salmon, pink, tall cans, 3 for.... 25c
Campbell's assorted soups, 3 for..25c
Calif. Peaches in Syrup, 2 cans..25c
Tomatoes, Apples, gallon can.... 25c

SOAP SALE.
Palm Olive, 4 cakes..... 27c
White Lily, large 10c bars, 4..... 25c
Rose Queen, 10 bars..... 49c
Galvanic, 10 bars..... 37c
You can redeem your soap wrappers.
Washing Soda, 7 lbs..... 10c
Gloss Starch, special, 7 lbs..... 25c
Johnson's Powder, large pkg..... 15c
Old Dutch Cleanser, 3 cans..... 25c
Lulu Polisher, same as Cleanser, 3 15c
Ammonia, pint bottles, 3 for..... 10c
Mrs. Stewart's Bluing, 2 bottles..15c
20-Mule Team Borax, 1lb. pkg..... 10c
Matches, Searchlight, 12 boxes.... 40c
Matches, Birdseye, 2 pkg..... 19c

BUTTER DEPARTMENT.
Fresh Creamery, lb..... 30c
Fresh Dairy, lb..... 24-26c
Cream Cheese, lb..... 20c
Peanut Butter, lb..... 15c
Imported Swiss, lb..... 35c

BAKERY DEPARTMENT.
Chocolate Layer Cakes, chocolate filling and icing, each..... 30c
Large Vienna Rolls, doz..... 15c
Cinnamon Twist, doz..... 10c
French Rolls, doz..... 10c
Coffee Cakes, each..... 10c
Cinnamon Loaf, each..... 10c
Afternoon Tea Biscuits, doz..... 10c
Graham Biscuits, doz..... 10c
Boston Baked Pork and Beans, quart only 12c
Boston Brown Bread, loaf..... 5c
Pure Fruit Pies, rich, flaky crust, each 5-10-15c

MEAT DEPARTMENT.
Standing Rib Roast, lb..... 15-18c
Loin Veal Roast, lb..... 15c
Leg Veal Roast, lb..... 15c
Leg Lamb Roast, lb..... 15c
Leg Mutton Roast, lb..... 15c
Pork Loin Roast, lb..... 15c
Shoulder Veal Roast, lb..... 12c
Veal and Mutton Stew, lb..... 10c
Spring Chicken, lb..... 20c
Young Hens, lb..... 20c
Young Roosters, lb..... 20c
Round, Sirloin, Porterhouse, lb..15c
(Good Western)
Hormel's Regular Hams, lb..... 16c
Hormel's Nonsl Hams, piece, lb. 21c
T.-S. 1245—Phone—N.-W. 1283.



27c FANCY DAIRY BUTTER 27c

Just received from the country, in jars, a very choice lot of fine Dairy Butter that we will sell Saturday at 27c
A very fine Fresh Creamery (in bulk only) 29c
A fine Domestic Swiss (worth 30c a lb.) 25c
Good Limburger Cheese, in 2 lb. bricks 20c
Fresh Cottage Cheese, per lb....10c
Peanut Butter, in bulk..... 15c

Isanti Creamery Co.,
606 Hennepin Ave.

unprepossessing it is liable to get scant attention. The reader will refuse to injure his eyesight or wreck his nerves trying to find out what it is all about.

White Space

White space is one of the best things to use in newspaper advertising. There is no type display possible which equals it in attracting attention. It makes the advertisement easy to read and good to look upon— two very important features.

An expert in typographic display will tell you that the general color effect of a newspaper page is gray. Black type, no matter how large, generally comes out as gray as the rest of the page, so it really affords no display at all. An advertisement set in heavy black type with no white space to relieve it is not distinct. It attracts no particular attention because the reader's eye glancing over the page is not arrested by any relief from the gray monotony. White space attracts and a sufficient amount of it in a newspaper advertisement is a good investment.

Form of Advertisement

In determining the form of the advertisement it is better as a rule to make it longer than it is wide. About seven and a half or eight inches on two columns, ten inches for three columns and so on up in proportion, makes a good setting and is particularly effective for

At McClurg's



IF you will make this your gift buying headquarters you will be delighted to find how many different tastes can be satisfied in this one store.

"Different" Holiday Gifts

Just the kind of things that your friends are likely to pick up abroad, and then discover that they could have bought them from us right here in Chicago.

Viennese Leather

There is so much real beauty in the tooled and illuminated leather-work from Vienna that we have rather specialized on it for several seasons. As a result we can offer our customers a far greater variety of selection and many more novelties than they can find elsewhere in this country. And although the Viennese leather is uncommonly rich and sumptuous in its design and coloring, it is perfectly durable and very suitable for making up into all sorts of useful things.

The most interesting novelty in this material is a splendidly decorated guest book which has a stand made in exact duplication of those used for the Koran—a most original conception in every way. There are also some folding trinket trays for travelers that are inexpensive and very acceptable.

Here are a few of the standard articles which are very attractive in Viennese leather, and which make the most exceptional Christmas gifts: Waste paper baskets, book and magazine covers, portfolios, reading glasses, cigar and cigarette cases, pocket books and purses, etc.

Traveling Conveniences.

Motorists will be delighted with a new box foot-stool which is fitted with every possible toilet convenience, including a white enameled wash bowl (an entire novelty). Other new ideas in traveling outfits, both for train and automobile, are equally interesting.

A. C. McCLURG & CO.

215-221 Wabash Avenue

Between Jackson Boulevard and Adams Street

(17)

An advertisement which in appearance and composition coincides with the unusual and distinctive articles offered for sale.—Chicago Record-Herald.

newspaper work. It is easier to display copy in a space which is longer than it is wide and the chance for obtaining a good position with an advertisement proportioned so is vastly better.

Type

As to type, the plainer it is the better. For the body of your copy select a type which is as much like your reader is accustomed to as possible. For instance, Plain Roman Old Style is one of the easiest types to read and every newspaper office in the country has it. There are other good types which can be used, such as Antique Old Style, Caslon Bold, Cheltenham, Clarendon, Caslon and a few others. The compositor who sets your copy can assist materially in this connection.

Unless you are experienced in typographic matters it is not wise to specify the exact size of type for your advertisement, particularly body type, as it is difficult to correctly estimate the proper size for a certain space and better results are usually obtained by leaving that to the composing room, simply indicating in a general way what is desired.

Avoid the use of fancy letters and borders. There is nothing to recommend their use and they often mar the appearance of an otherwise good advertisement. It is a common mistake among beginners in advertising to use fancy borders and fancy type, presumably on the theory that they are an ornament, but the reverse is usually the

case. They simply fill valuable space which could better be devoted to reading matter or white space.

Illustrations are not always necessary to an advertisement, but many times they are valuable and assist materially in showing the article for sale. It depends entirely upon the nature of the advertisement as to whether they should be used or not. When you do use illustrations make them really illustrate. Don't use up good space on a pretty picture which means nothing.

Zinc etchings are best suited to newspaper work, but if you do use halftones instruct the engraving room not to make the screen too fine, as the fast moving newspaper presses do not show fine screen halftones to advantage.

PART III

SHORT TALKS ON ADVERTISING AS APPLIED PARTICULARLY TO THE RETAILER AND HIS PROBLEMS.

By W. T. DAVIS, Chicago

THE PLAN

Advertising is Impersonal Salesmanship. Selling is an art. To know how—to recognize the basic rules and principles which obtain in selling goods for a profit, is a science. Advertising is selling by the impersonal method. It's a short cut to a big business. A great commercial nation like ours is deeply interested in selling—in advertising—in short cuts. This accounts for the unusual interest in advertising. To give the layman, the beginner, the uninitiated a glimpse into this most interesting side of salesmanship, to analyze the subject, view it from a practical dollar-wise standpoint, to give some pointed suggestions, is the purpose of these Short Talks.

The four fundamental principles governing the success of personal salesmen are knowledge of the subject, perseverance, honesty and action. These fundamentals must include good health and pleasing personality. You who pos-

sess them in large measure are indeed the BIG men of your time and place. You have arrived. In impersonal salesmanship you may eliminate the personality and the good health features, but the other qualifications for success MUST obtain.

Advertising is always non-productive of results when these necessary principles are missing. What to omit, plus what to do, is the perplexing problem which these "talks" will aid you in solving.

THE WHY

Commercial enterprise comprehends three great divisions: Producing, Transporting and Selling. In the production from the mines, the soil, the flock or the factory, there enters a line of competition which means selling, or, in other words, Advertising. So in transporting the raw material to market, competition enters, which again makes advertising necessary. In every branch of business, therefore, Advertising is an essential element of success.

It is only through the formation of great combinations that monopolize all the sources of production and destroy competition, that advertising becomes unnecessary. As there is absolutely no chance for a corner on the natural products of the world, nor on all the transportation lines, there is a good reason why the subject of Advertising should be studied and analyzed by men engaged in every line of business effort.

It is not only time to begin study, but it is time to begin

practice. If you, Mr. Producer, Mr. Transporter, Mr. Merchant, are not constantly after new business you are playing a losing game. Old customers are lost or move away and new ones must be gained, so you must keep busy with your selling talk, making your goods as good as the talk (making them rather better, in fact), but always alert and active, persevering that you may progress. One robin does not make a spring and one advertisement will not make a business, any more than one trip to the grocery store will supply you with your needs for life.

$uccess spelled with the "dollar sign" means perseverance; you cannot build up a big business in a week, or a month, or a year. Rome was not built in a day. Life and success are a continuous performance; keep moving, Advertise, wisely—judiciously—constantly—Advertise. Reason and logic are on your side; success depends upon knowing how. If you don't know how, you must learn; not from theory, but by experience.

THE SCIENCE

Advertising is a science, but not an exact science. The common every-day definition does not give its full significance. Newspaper advertising is salesmanship by the quickest and easiest method. Preparing the selling talks, by finding out the strong points of the article to be sold, arranging, illustrating and typing the ads in a manner to make them compel attention, stimulating interest to the point of determination to buy, selecting the best mediums,

to convey the selling talks into the homes of the desired customer, is the science. By an accepted plan of co-operation between the merchant, the publisher and the subscriber each gets a benefit. The merchant is supplied with a medium which carries his selling talks into the homes of the people he desires as customers. The publisher from this added income improves the news service of his paper and the subscriber secures a much better newspaper at small cost because the publisher carries your announcement in his paper. Its appearance there is a tacit recommendation of you and your goods by the publisher, and the greater his influence and standing in the community the more value will attach to space in his paper. Broadly speaking, you can tell the character of its readers by the general tone and make-up of the paper itself, its treatment of news items, the quality of the news and advertising matter carried, and its general appearance. All these reflect the character of its subscribers. To rightly understand these will help you greatly in preparing and placing effective advertisements.

A broad, really basic classification of advertising shows three fundamental divisions as to purpose: 1st, Advertising to create a demand; 2d, Advertising to supply a demand, and 3d, Announcements. Advertising to create a demand is a sure and quick method of appealing to the public—getting them collectively instead of individually. In personal salesmanship you must depend upon the consent of the second party to listen to your talk; in advertising, you may convince a man without his knowledge, and

the best of it is that he stays convinced until by the same process some other idea secures a foothold in his mind.

This cannot be done by one insertion of an advertisement in a daily newspaper, but it can be done by repetition. The name of an article with a suggestion of its purity or excellence repeated continuously in the public press creates an unconscious recognition of its value in the public mind, which is a composite of individual minds. A salesman cannot build up a profitable trade by one visit; he must return often enough to be tried for what he says and does. He gets and holds his trade by giving them a square deal—so must the advertiser.

ATTENTION

The first step in advertising is to secure the attention of the conscious mind of the reader, and so to saturate it with the advantages and merits of your proposition as to make an indelible impression. If your ammunition is strong enough, you can in the very first instance secure a desire to purchase.

Two essential factors enter into every sale—the seller and the buyer. The former, in this case, is the merchant who buys the space in the paper, and employs some one to use it to advantage. The buyer is sought among the persons who read the paper. To get the readers' conscious attention is the first thing; without conscious attention the most valuable space in the newspaper or magazine with the largest circulation is of little worth for direct, immediate

results, but, on the other hand, of unknowable value for indirect returns. The high quality advertising of recent years has greatly simplified the question of securing conscious attention. People are better readers of advertisements than formerly, because the Sales Talks have more spice and force in them.

Startling headlines pertinent to the subject are effective in fixing conscious attention to your argument. Pictures also are used to good advantage if suggestive of the article to be sold or pleasures and benefit to be derived from its use, as they carry very naturally to the mind the "reason why." Striking type effects which are different from the ordinary type used in the medium, are also very effective. White space surrounding an advertisement emphasizes it, makes it seem important to the casual observer.

Double pages, pages and half pages are well known as being a most effective way to get attention. Large space besides demanding attention suggests that a man has an important message to convey and has confidence in his goods, and that the people will want them when their claims are properly set forth. Neatness in type effect in the ad, the impersonal salesman, is as essential as in the dress of the personal salesman, and always carries a positive suggestion. In headlines be original, forceful, fiery, if you like, but don't be ridiculous. An advertisement carrying the picture of a beautiful or well attired woman is always a good attention-getter, and has been used in a thousand ways; especially to advertise articles in which women are directly or indirectly interested.

THE ARGUMENT

Advertisements are "Selling-Talks" made up from a complete analysis of the article. First, the raw material used; second, its process of preparation or method of construction; third, its durability or adaptability; fourth, its power to satisfy, whether it be sold again for a profit or used for the personal benefits to be derived by the buyer himself, his family or his friends. It is not always practical or advisable to give long Selling-Talks; that depends largely upon the article you have for sale. The salesman who can cover these points in the most practical way and with the fewest words is the best man to prepare an advertisement.

In advertising to supply a demand, you need but to cite the quality, use and seasonableness of the goods, and satisfy the mind of the buyer that they are as good as can be had for the price asked. But while supplying a demand it is also quite feasible to create a demand for something of a little better quality by suggesting greater durability, better style and satisfaction, and thus secure additional trade. Regardless of the fact whether it occupies a full page, a double page or is a small undisplayed announcement, the object of your advertisement is the same—to find a purchaser for an article at a price. To accomplish this successfully your facts must be arrayed logically. Your expressions must be terse and grammatical, so that your meaning is perfectly clear and easily understood by the least intelligent reader of your announcement.

To secure clearness, it is a good plan to have some one read your copy over to you. Get the sound of it; the ring of it; the gist of it. This takes time, but it pays. Don't get the other man's opinion very often—that's shirking responsibility. Let him read it to you, so you know its swing, and whether it sounds reasonable and convincing. Would such an advertisement sell these goods to you? That's the test. Be particular about the typographical appearance. Make the first sensation of the reader a pleasing one, by pictures, by type effect or by border. Use nothing that would offend the most sensitive mind. Make your advertisement unique. Make it stand out like a statue of liberty, then give it the ginger.

THE SELLING TALK

Ability to hold the attention of the reader and prospective buyer with a logical array of facts or arguments until the mind is thrilling with the determination to buy, is a pre-requisite to success in advertising. This may be done, first by tacitly implying the need for the goods, second, by analysis of their quality and value; third, by a description of the manner of selection and treatment of the raw material; fourth, by describing the process of manufacture, and, fifth, by describing the style and finish of the completed article.

As in personal salesmanship, the first step is to cultivate a desire for possession on the prospect's part. Under this head, implied or stated, is the pleasure or benefit to

self and family. This is done by statements regarding the article's special relation to himself and his needs; second, by emphasis of the benefits, profits or saving that will be derived from its use; third, by comparison in the matter of cost or appearance or utility with anything else which he might purchase with a view to the same object. The last step is to make him resolve to purchase.

Good advertisements must be something more than a mollycoddler's aggregation of smoothly sounding words. They must have the ring of force, sincerity and business. They must state facts, facts only, in positive language readily understood. Come to the point; study the SCIENCE of advertising. The reason why some things are right and succeed; why others are wrong, and fail. Apply the knowledge to your business problems; study the science of selling, and apply that information to your advertising problems.

Avoid negative suggestions as you would the plague, both in arguments and in illustrations. Men may not be able to tell you why your advertisements do not influence them favorably or wherein they offend, yet when your copy lacks pulling power there is probably a negative tone to it and by careful analysis you can perhaps find what might possibly offend some individual reader. It is nothing to you what people's religious, political or sentimental opinions are; it's their trade you want. Exercise the greatest care; don't offend the most sensitive and don't complain. Cheerfulness begets trade; trade begets trade—ad infinitum.

INDIRECT ADVERTISING

An indirect advertisement is the formal announcement of a business man to his prospective customers, be he engaged in buying or selling, manufacturing or any other business in which the public is interested directly or indirectly. Sometimes they are mere suggestions to buy this or that at a given price or for a certain reason; to go to an interesting place for health or recreation, over a certain railroad or steamboat line.

Advertisements appeal to the mind of the reader. It is the MIND that demands certain things for the comfort and well-being of the man, or for the benefit of his family or friends. From this point of view advertisements are of two kinds, direct and indirect. The direct advertisement appeals to the conscious or normal mind, the reason and intellect; to the selfish or higher motives, and it must hold the attention until all the arguments are adduced in logical order.

The indirect advertisement has a double motive; first, to appeal to the conscious, or normal, mind by mutual consent; and second, without that, to appeal to the sub-conscious mind, or feelings, in such a way as to leave an impression without conscious consent. In the indirect, but little effort is made to appeal to the reason or judgment. Sometimes one or two short arguments are used to make an impression on the conscious as well as sub-conscious mind or the feelings. This kind of advertising when per-

sisted in produces wonderful results, and is justified by the psychological law of repetition.

In newspaper advertising, where you are appealing to such a large number of people, you will be wise if you combine the direct with the indirect suggestion. The cut of a well-dressed man with his trousers creased and his coat in the latest fashion will suggest that the reader will do well to look to his personal appearance, to appear at his best. If you further suggest that you can improve the reader's personal appearance for a sum quite within his reach, it is a safe wager that some people will come to you for clothes. Illustrations, of course, carry the best suggestions, but where they cannot be used to advantage a good description of the article will be found very effective.

WHEN TO STOP

A difficulty in the way of some advertising men is a seeming inability to finish. They start to talk fast and keep it going. Like a space writer on a magazine or daily paper, they think their salary should depend upon the amount of copy they write rather than upon its pulling power. If they see a point they talk around it, and then for fear of having missed something they talk clear through it. They are like the personal salesman who talked his customer into an order, and unable to recognize the "psychological moment" talked him out again. There is one best rule—analyze your goods. Set forth each strong

point, and then in preparing your advertisement check off each one as you go along, using short words, terse expressions, clear sentences, words that "burn," but don't repeat.

Advertising and advertising literature is quite the opposite of poetry and fiction. Remember your object is to bring about in the mind of the reader a determination to buy. Get him to like your direct, forceful style, then naturally you will win his confidence, which is the very basis of ALL successful business. Get his confidence, then tell him the TRUTH about your goods. The barometer of trade "senses" an untruth. It won't stick; it doesn't convince, yet if it did convince temporarily and the sale were made, the result would be worse than "nil." Better no customer than a dissatisfied customer. The old antiquated theory "Get the money; get it honestly if you can, but GET THE MONEY" is exploded. Money is the essential factor because it is the measure of value, which means —measured—the right amount to each person in the transaction.

Having once explained all the strong and attractive features of your goods, the reasons for purchase, you are through. Quit.

STICKING TO IT

No enterprise ever succeeded without making mistakes; those who fail, fail because the same mistake is frequently repeated. No man—no business—can succeed that does not learn from mistakes made once. I have often heard the expression, "Advertising does not pay; I have tried it and

I know." This is no reason why advertising is a failure. We might as well say that it does not pay to send men out to sell goods because Jones, or Brown, or Smith failed at selling goods. If they have failed, there is a good, logical reason for it. They lacked some of the positive qualities, they possessed too many of the negative qualities.

The same thing is true of your advertising. It is not the fault of the business, nor is it the fault of the publisher; the fault lies at the door of the man behind the business or the man behind the advertisement. If you have failed after one, or two, or three attempts, look for the cause. Find what is the matter with your selling talk, analyze it as you analyze the goods. It is wrong somewhere, and it is only by analysis that you can make it right. Make a new start. Make new starts as often as it is necessary to succeed. Always remember that if you fail today and note your mistakes there is a better chance to succeed tomorrow.

There is no disgrace in having failed, and there is no excuse for not succeeding. A man who refuses to try again need never hope to succeed. If you have an article which the public uses, or should use, it is just as practical for you to sell it by advertising as to hire a man to go out and sell it, or to go out and sell it yourself by individual solicitation. In the case of the advertisement you always have an audience; in personal salesmanship you may waste hours and days to get the audience.

MONEY WISDOM.

Napoleon used to say that three things were necessary to success. The first was Audacity, the second was Audacity, and the third was Audacity. Audacity accounts for some of the greatest successes in the advertising field, but not for all of them by any means. While audacity succeeds for one man, it does not follow that your success will result from such a course. Money wisdom in advertising is the kind that begins right and sticks to it, regardless of what other men say or do. If you find that you have not started right, make a new start. You can only find out whether or not you are going right by the barometer of success, your cash drawer and ledger.

If your sales do not daily increase, analyze your cash drawer and ledger to find out what is happening to you. Look to yourself; to your advertising; to your business itself, for there is a reason. If business does not grow aright, it is often because there is no enthusiasm about it; that is generally one of the chief reasons. It is impossible to give specific reasons without a study of individual cases. Some man on the outside, not associated with your business, may be able to tell you where you are wrong, if he will come into your store and watch the daily proceedings; notice the leaks; find out the essential things that are slighted or neglected. His viewpoint will perhaps enable him to suggest to you the real reason for lack of progress.

By analyzing your advertisements—your Selling Talks—finding in what way they are not representing you prop-

erly—their sins of omission and commission—you are very apt to strike a vital reason for your lack of success. In later Talks we will give you general methods for analyzing a Selling Talk and analyzing the goods.

Some merchants employ men wholly outside their store to write their copy and control their advertising. Take Mr. Outside-ad-man into your store if possible, and make him a part of your institution; make him EN RAPPORT with your business; give him the spirit of the institution in addition to his other abilities, and you will have made a long step toward success; or make an advertising man out of some bright, enthusiastic, experienced clerk who is looking for promotion, and who can be of service during rush hours in waiting on the trade. Thus you will be able to keep your finger constantly on the pulse of your business, in its primary presentation to the public.

THE MAN BEHIND THE ADVERTISEMENT.

"A good tree bringeth forth good fruit." To produce a good advertisement—Selling Talk—you must first have a good salesman. Take a good salesman and make an advertising man out of him; it is the logical way, and least expensive. While you are teaching the average "advertising man" the knowledge of your goods and how to sell them, he is spending your money largely for his own benefit in gaining experience as a salesman, and not for yours in getting new business. Begin at the right end. Take a man who understands men and women from having come in

contact with them; who has pitted his wits against theirs for orders; who knows their tastes, habits, characteristics; who knows the goods and competing lines. He will arrange a Selling Talk that will SELL.

He knows first that by the law of averages a certain percentage of subscribers to a newspaper read the advertising columns daily, and that if he advertises seasonable goods of the proper quality and at the right price and in the right way, he's sure of his results. Some successful advertising men never sold goods by the personal method, but they understand the science of salesmanship and have adopted the arts of the salesman. They know how to make up a Selling Talk; get attention to it; excite interest in the goods; create a desire, and incite the will to action. This gets results—immediate results. With the help of a good artist and a good printer, any successful salesman will make a good advertising man, if he can write short statements of facts without violating the rules of good English.

The idea that you must employ a so-called expert advertising man before you can engage in impersonal salesmanship is entirely wrong. Remember a professional advertising man must first learn your business and your goods before he can serve you intelligently. You might just as well learn the art and science of his business as for him to learn yours; then you will know what you are getting for your money. The best advertising school is the school of experience.

There are no fixed rules governing copy preparation.

Common sense, good English and good business judgment are about all that a salesman needs to become a good advertising man. He can readily learn to analyze the goods, the business, the advertisements and the mediums, and that is about all that is needed.

MORE ABOUT THE ADVERTISING MAN

To be a good advertising man one should pass a very rigid examination as a salesman; he should have wide experience in selling; he should be a graduate of the School of Hard Knocks, which teaches us how to get the best results from small advantages. He must have an analytical mind to reach his own conclusions. If he has had wide experience as a buyer this will be of great value to him. In buying advertising he must be able to distinguish between the good, the poor and the worthless.

He should be possessed of all positive qualities; especially courage, hope, faith, industry and cleanliness. He should have control over his habits of thought; he must have the will power to decide and act. He must be master of himself; he must do the right thing at the right time. He must have confidence in himself, his employer, his business and his ultimate success. He should have no fear, without being foolhardy.

He must be systematic that there will be no money wasted. He should have no side issues. Loyalty to the business or house is indispensable—one thing at a time.

A fixity of purpose is another essential. He must possess unbounded enthusiasm, which opposition influences but does not discourage.

His success will depend upon his ability to make sacrifices, to accomplish his object. His motto—every man's motto—should be "This one thing will I do; I will do it right; I will do it now."

The real advertising man must be the inspiration for the whole establishment. He is the human dynamo, which generates all the enthusiasm, all the selling-force, all the power to overcome obstacles.

Very frequently a business needs new ideas, new blood, new methods which can best be secured through the introduction of a new advertising man. When this is the case, look carefully into what successes he has made in the past, or analyze him carefully as to his ideas. A diploma from an advertising school should count for very little. He must know how to SELL GOODS by new methods.

BUSINESS IS A GAME

Men do not work simply for the dollars they make, but as a means of showing their worth—their ability. Dollars are the incidental side of it, necessary in a measure for their comfort and for the happiness of those dependent upon them, but men play the game of business as they would a game of chess or golf. It is a mental stimulus which develops the race. It is played with the same energy and enthusiasm that a leader of men puts into politics;

with all the fine strategy, the enthusiasm and force of a general leading his army to victory. A man's success in business depends upon his wit, his analytical mind, his attention to business, his help, his trade and his associates. The harder his competition, the more attention he must give to his game; as in golf, he must "keep his eye on the ball." He must overcome obstacles, he must plan his campaigns, he must hold his trade and increase it. He is never quite satisfied until he is the best in his trade and line, has the largest store, the biggest bank or the most extensive factory.

The good business man enjoys the game. He rejoices in winning. The harder the effort he puts forth, the more creditable and attractive his victory. There is joy in the struggle to win; an easy victory is not appreciated. It is the hard up-hill climb that makes the game attractive to strong men. You must be earnest to win. A big success in business means a great deal. Competition is very strong. Trade supremacy is difficult of achievement. If the business does not succeed in the manner it should, rest assured there is a reason for it. You may find it, probably, by use of the following analysis:

Is your store in the best section?

Have you any advantage in location?

Is convenience and comfort of shoppers provided for?

Have you enough clerks to give customers prompt attention?

Do you provide for health and comfort of your clerks?

Do you give them your confidence so far as would be advantageous?

Do you get their enthusiastic co-operation?

Do you advance them as they deserve it, without their request?

Are they always courteous to the trade?

Do you encourage faithfulness to duty?

Is your stock carefully selected, and kept up?

Is it attractively displayed?

How about lighting effects? Are they the best possible?

Have you fixed a reasonable price on your goods?

Are they correctly advertised?

How can the advertising be improved?

Manufacturers, jobbers and producers of all kinds may resort to a similar investigation of their business to advantage.

ANALYSIS OF THE ARTICLE

If your advertising does not pay, if your business is not growing under a reasonable expenditure of money for advertising, don't "kick" to the publisher. Find out what is wrong with the advertisement or the goods. Analyze your goods and analyze your advertisements. First analyze the goods; this will give you the right Selling Talk. Analyzing the goods comprising your line is one of the first essentials to success in properly and profitably marketing them. Answers to the following questions will give you a pretty careful analysis:

What is the name of the article?

How is it produced?

What care is used in its construction or preparation?

What is its use?

When is it used?

Is it a necessity, a comfort, or a luxury?

Is it of daily use, by the year, or is its use merely temporary?

Is it a time-saver?

Is it a money-saver?

Is there any other article of its kind?

Is there a demand for a similar article?

Is it better than yours, or inferior?

In what way is yours better?

How does your selling price compare with that of the other?

How can it best be displayed?

Is it properly displayed now?

Are your sales-people enthusiastically co-operating?

What class of people use it?

Is it a money-maker for the purchaser?

How can they best be reached?

What daily paper appeals to this class?

Is there any prejudice against the article on the part of the public?

If so, is it a reasonable prejudice?

How can it be overcome?

It will be readily seen that the answers to these questions—the analysis of the goods—will greatly aid you in

the preparation of an advertisement or any number of advertisements. This method may be applied alike to a single article or to a whole line of goods. Keep the analysis in front of the advertising man. It furnishes ammunition for his selling talks.

THE COPY.

Having before you the answers to the questions in the analysis of the article to be advertised, you are ready to undertake the preparation of the selling talk itself. Remember, the essentials for a good advertisement of a single article or a number of articles—as in store advertising—designed for public use, are: 1st. To secure the attention of the reader, without which the other requirements are of little use. 2d. To arouse interest or curiosity. 3d. To develop the desire to own. 4th. To arouse the WILL to go shopping.

Will your advertisement bring about this mental condition in the minds of people who read it? That's the supreme test. Try it on yourself, or measure its force and logic by the following analysis:

Is this advertisement attractive in general appearance?
Will it catch the eye?
Is the typographical effect good?
Is the illustration appropriate?
Is the cut well made?
Does the cut suggest the usefulness of the article?
Does it hold the interest or arouse the curiosity?

Does it set forth properly the benefit, advantages, or comforts to be enjoyed by possession of the article?

Does it fully describe the lasting qualities or care in production?

Does it set forth the financial value of purchasing now?

Is the argument too long?

Does it contain any words of doubtful meaning?

Is it logically arranged?

Are there any ambiguous sentences?

Has the "ad'" sufficient space, considering illustration, border and argument, to make the desired effect?

Does it convince you?

If this analysis brings from you an affirmative answer to these questions, you will have the selling talk of an expert, whether he answers to that name or not. Post these questions on your desk where you can refer to them often when preparing your advertisements and you will soon form the habit of writing trade-pulling copy. Then back up your advertising by good salesmanship when the customer arrives and watch the business grow.

FUNDAMENTAL FACTS

Naturally the newspaper will bring your announcement to the attention of the conscious mind of your possible customer more quickly than any other medium; because no article of our modern business convenience is more indispensable to that possible customer than the daily newspaper. This is so thoroughly understood that it need not

be discussed here. If you have an article that requires personal solicitation to sell, you know how difficult it often is to get an interview. Much valuable time is frequently wasted warming the furniture in the outer office, and in useless visits at inopportune times.

Through impersonal salesmanship by advertisements in the daily papers, you can frequently influence the mind of your possible customer without his individual consent; and the higher the order of intelligence he possesses, the more is he influenced by such indirect suggestion. An article judiciously and continuously advertised in the daily press, is sure to leave a record in the mind of the reader whether the advertisement is read consciously or not. The eye carries many suggestions to the brain which do not appear to the conscious mind, and this is the object sought by most advertisers who seek to create a demand for a new article.

To do this it is absolutely necessary to use an "elephant gun"; small bore arms or arguments have no effect. Use strong emphatic statements, expressed in type that cannot be missed. Say it over and over again; repetition is more convincing than demonstration. What medium will best accomplish this object? The best and quickest, best because it is the quickest, is that medium which a man finds indispensable to his daily happiness; his best friends; his daily reports of the doings in the business, religious, political and social world, the daily newspaper.

MEDIUMS

You who wish to sell by means of impersonal salesmanship have a wide selection of mediums. Newspapers, magazines, trade papers, class papers, street cars, bill boards, signs, hand bills, letters and circulars have all been used profitably in advertising, but none are quite equal to the daily newspaper. Nothing ever conceived by man has such a powerful influence for the good of society and business; for the education and elevation of the human family. I mean the newspaper in its highest sense, the bright, clean, newsy, snappy, honest newspaper which furnishes the commercial, social, political, religious and educational news of the twenty-four hours preceding its publication.

Such a newspaper has more human attributes than any other handiwork of man. Because of its cosmopolitan character it escapes much of the weakness of the individual man; it combines the wisdom of many minds trained to judge correctly; it is the safety valve of our political and religious freedom. Nothing escapes the argus-eyed, honest, newspaper. It is absolutely indispensable both to the successful business man and the intelligent housekeeper.

For the purpose of teaching the public by advertising, there is nothing can compare with the daily newspaper. If your advertising is prepared with the same skill and watchful care, the same judgment that supervises the making of a great daily, and you follow the laws governing business in personal salesmanship, you are bound to succeed.

better than another for you? That's the question. Reason and judgment are in favor of the daily newspapers.

Then there is the law of co-operation. The employees of the daily newspaper, direct and indirect, are legion. They are editors, managers, printers, accountants, artists, solicitors, newsboys, circulators, telegraph operators, messengers, paper makers, press makers, transportation companies. All depend wholly or in part upon the great business of making a daily newspaper. Their trade is especially valuable to you, and the daily is the place to advertise to get it.

MEDIUMS.

The ingenuity and enterprise of the modern business man has furnished all the supplemental methods of advertising mentioned in the previous article, and they are sometimes useful in special lines of advertising for the purpose of ASSISTING in the creation of a demand, or for the repetition of a name or picture of some article of common, every day use, where you do not care to indulge in argument.

But very frequently the advertiser makes the mistake of beginning at the wrong end of the list.

With the help of get-the-money personal salesmanship, many of the supplemental mediums, such as magazines, trade papers, class papers, mail order publications, bill boards, signs, hand bills and letters, get the major portion of the advertising appropriation (or all of it), when really

if governed by the law of mutual benefit they should come later on in the campaign.

It follows that the selecting of an advertising medium is of the utmost importance to the success of the business.

This is unquestionably the cause of more failures in advertising than any other reason. Newspapers give immediate results in supplying a demand, and aid very materially in creating a demand. Newspaper space should be used generously, but intelligently, before any of the other mediums are adopted. It takes a man of rare judgment and skill, who has had experience in selling, before he is thoroughly competent to buy advertising space. He must be able to discern the values in the space and mediums offered much as he would that of individuals who apply for a position.

There is no arbitrary fixed value per thousand of circulation. Space in one paper may be worth half a cent a line per thousand for a certain article or business, while in another paper or to another line of business it would not be worth one tenth of a cent per line per thousand. It varies as much in value as the price of silk per yard, but for a very different reason. Circulation, therefore, is not the only measure of value. In fact the number of papers printed is of secondary importance. Only that portion sold to possible customers for his goods, is of value to the advertiser.

Sample copy circulation is principally valuable to the publisher for the advertising of his newspaper; it's his method of advertising, but of doubtful value to you, the

advertiser. To get the real benefit you must get into the hands and homes of men and women who buy a paper because it "fills a long felt want." The selling power of a paper as an advertising medium, depends upon its selling power as a newspaper, and the value to you of the people who buy it, as consumers of the articles that you advertise.

SPACE

Space is a very intangible substance. Rates charged in the ordinary newspaper are not fixed arbitrarily, but are arranged to cover the expense of the production of the best newspaper, supplying its readers with a complete history of the day preceding its issue, and then to make a margin of profit for the publisher. However, this margin of profit is often less than that of a manufacturer in any other line of business. In selling space to his clients, the publisher is often inclined to give the big advertiser the advantage as is the practice in the sale of merchandise where the jobber gets a better price than the retailer because he buys in larger quantities.

This may be true in the commercial world, but it should not be true in advertising. The car load buyer must have interest on his money while it is tied up in the goods. He must pay transportation charges; must have profit for storage, insurance, rents and incidental expenses; but the purchaser of newspaper space in large quantities cannot claim any of these reasons for asking a special price.

A big advertising contract, which means the use of half

a page per day, copy always furnished at the office of publication EARLY, is worth something to the newspaper.

It saves much time of the "make-up" and other employees of the composing room, and also dispenses with the use of the "cut-off," which amounts to quite an item on a big yearly contract.

Many publishers have adopted a time schedule of discounts, as well as a space schedule, which operates in favor of the small advertiser who keeps continuously at it. This is a wise policy, and operates for the benefit of all.

The beginner in advertising is greatly handicapped by the smooth personal salesman who sells him circulars, programs or other supplemental advertising, because the outlay is small. All his small expenditures should be in the favorite family newspaper, which gets into the home through a demand for the news and advertising it contains.

ANALYSIS OF THE NEWSPAPER.

Newspapers, like salesmen, do not all have equal selling ability. Besides the difference in amount, there is also a difference in quality of circulation. The selling power of a newspaper is in proportion to its regular paid circulation. A newspaper should be analyzed to find out whether its regular subscribers are within easy shopping distance of your place of business. The following are pertinent questions in arriving at the value of advertising space:

Is the paper partisan?

Is it broad in its policy?

Is it fair in its criticisms of men and measures?

In policy and character, to which class does it belong: Powerful? Good? Indifferent? Poor or weak?

Does it reach a class of people who are liberal users of your goods?

Do they subscribe and pay for it regularly?

What advantage has it over its competitors? (a) in news service? (b) in promptness of delivery? (c) in reliability?

What is the total number of perfect papers printed?

What is the circulation by city carriers? By newsboys? By news-stands? Counter sales?

What is the total city circulation?

What is the country circulation by dealers? By mail?

How much within the twenty-five-mile shopping limit?

Are mail subscriptions canceled at expiration of time?

Is it a prosperous paper? If it doesn't make money for its owner it can hardly be the best advertising medium.

What is the price per inch per thousand of total circulation?

What is the most advantageous way to use this paper for my line?

Have the advertising managers of the papers submit you written and signed answers to these questions. Satisfy yourself that they are answered correctly, or don't advertise in that paper. You are entitled to have your advertising space weighed and graded the same as if it were wheat you dealt in.

Don't do business with a man who cannot gain your full confidence by showing up clearly and fully, for it will never

be mutually satisfactory and profitable. If you doubt the words and methods of the publisher, you will not give the advertising fair co-operation—fair credit, for the good done—and even if you do pay for the space you have done the publisher an injustice. Buy advertising just as you hire your salesmen; buy the best, and leave the other kind —the poor or indifferent kind—for the business man who employs that sort of help.

THE APPROPRIATION AND PLAN

In planning an advertising campaign, remember the bills must be paid. The mutual arrangement existing between the advertiser, the publisher and the consumer, to result in the greatest benefit to all, depends upon securing an equivalent for services rendered. A publisher can no more afford to lose an advertising account than a merchant can afford to lose a customer or the amount of his bill. Advertising should be regarded, therefore, as one of the fixed charges of the business, the same as the insurance, rent and clerk hire. Each month's rent adds to the good-will of the business; each dollar spent in advertising has the same effect.

At the end of each year the good-will of a successful business shows a material increase on the balance sheet, and this growth is largely dependent upon the advertising. For example, $5,000 a year spent in advertising a retail business in a good locality, or in advertising a trade-marked article, is not, and cannot be, wasted money. Competition

in trade usually requires something in direct returns for your advertising; but remember, that an advertising expenditure is not money wasted, even though no immediate results are shown.

An advertising campaign should be planned exactly as you would plan to send men on the road in a wholesale business. You know about what the expense will be if you put three or four men on the road; you arrange to meet that expense out of the profits of the business, and do not figure that it will be a total loss even if the men fail individually. Exactly so your advertising campaign should be planned.

When your plans have been properly made, see that you get the best service for the money.

Years ago a merchant would remark "We have $5,000 to spend this year in advertising; Jones, you spend it." Jones was in the market from that day until the appropriation was exhausted. No system; no investigation; no plan as to how to get the best results, but simply to let go of the money to the first friend or good salesman who had any kind of an advertising proposition to present.

Today you must study the customer; his habits; his tastes; his income, and how to reach him. What medium to use; what article to advertise primarily, and what to push as a secondary proposition. All these things must be taken into consideration, with the size of the store, the advantages in location, the amount of stock carried, the number of people employed, and the value to the merchant of an increasing "good-will." There must be system in your advertising plans.

PAVING THE WAY BY CREATING A DEMAND.

Any brand or class of goods, whose merits have been promulgated through advertising, becomes reasonably well known in a short time. When a salesman makes a personal call soliciting orders for the advertised articles, he finds it much easier to get an interview, and usually discovers that interest in his goods has already been aroused, and (if the advertising has been logically and intelligently done), that the point of desire is reached at a great saving of time and energy. The psychological moment, if not at hand, will then be easily reached by emphasizing the strong points, or meeting some slight objection.

Publicity advertising of all kinds has for its purpose, first, the establishing of confidence in an article by familiarizing the public with its name and use; second, overcoming objection to it on account of its newness, or because it is intended to supplant some other article already in demand.

The name of a well advertised article records itself on the mind unconsciously, or even against the will of the reader, and is finally fully established in his confidence "without rhyme or reason." Then the personal salesman, when he calls, finds the road cleared and paved for him to take away a fat order. This is in full accord with the psychic law of Frequency, which is just as positive in its action as the laws of gravity or of capillary attraction, though not so readily recognized.

Creating a demand for an article which is protected by trade mark, or one intended for general distribution

through the retail trade, is a big undertaking and one requiring time, practice and money.

The more time and patience in stock, the less money will be required; but the benefits to be derived from this kind of a campaign are of such a lasting nature that great fortunes are being made on every hand, and will continue to be made, as a result of such work. The subject is of sufficient importance to require special treatment in every case, and should be undertaken only after careful consideration of the market, cost of distribution, general trade conditions, length of the campaign and the amount of money available.

HEAD LINES

The head line marks the artist or the bungler. In it the writer indicates his advertising instinct or lack of it. By it he succeeds or fails. The effective head line is the masterpiece of advertising skill. It is the flash of genius in the field. The body of the advertisement may be wrought out with painstaking labor and care, but the good head line—the attention-compelling head line—comes but little short of inspiration. No chance luck of the novice avails here. The prime requisites are a keen sympathy with the buyers, a quick perception of their needs, and an intuitional following of their moods. The writer of successful head lines is the man with "his ear to the ground." He stands in the midst of affairs, a knower of men. He touches the right chord. He speaks the timely word.

The head line has its peculiar office. It is an intro-

duction to the argument—the tactful approach to the uninterested. It is constructed first of all to catch the attention. It is the peg on which indifference may be tripped and attention held. It is the deftly placed bait at which the wavering and uncertain interest of the reader may nibble for a few golden moments. Wise angling is needed to catch such an opportunity. It must pique curiosity and excite interest. Terse and striking it must be. If it suggests an idea peculiarly characteristic of the thing advertised, it is especially valuable.

The head line is a substitute for a picture. It must be graphic, short and pertinent. It should be a positive idea, conveyed in simple form and easy to grasp. Optimism and good cheer should prevail; the eye will not dwell on a gloomy picture. Positive qualities enthuse; they impress the reader with a sense of gaining something. Exploit the riches of your subject. Present the enthusing properties.

"Attention at any cost," is a fatal motto, for courtesy is as valuable a quality in head lines as in manners. The head line creates the first impression. A tactful, pleasing address is as necessary to ITS success, as to that of the first call upon a desirable customer in personal salesmanship. Its main object is to create a tide of good impression in the mind.

IMAGINATION IN ADVERTISING

The whole process of evolution in business is the result of imagination. Every improvement; every piece of machinery; the use of electricity; the modern steamship;

the automobile; the Brooklyn Bridge, are all the result of man's imagination. The picture was in the mind before the construction began.

Building an effective advertisement is much the same process. A man must have a vivid imagination; he must see the whole thing in his mind before he can properly reproduce it on paper. The arrangement of the type; the selection of the border; the ideas to be conveyed by the illustration—these are all in his mind before they can be put on paper. The artist is called in to illustrate the idea; the printer is asked to give the word-picture a pleasing individuality. Back of this picture of the completed advertisement is another image, that of the first pleased customer; other customers following after in an endless procession. An increase of thousands, yea of tens of thousands, are all pictured in the mind of the business man before it is realized.

A man without imagination is a man who carries out instructions; he is the man who carries the mortar to the bricklayer; supplies the raw material to the master workman. Without looking ahead as to what will be the results of your efforts tomorrow, next week, next year, you cannot build up a big business. Planning ahead is simply imagination in a practical form. Thinking for the future must be included in your plans. If your plans are extensive you will build a big business; if they are small and narrow, small results must be expected. A man who aims at the Presidency will reach a higher level than the man whose greatest ambition is to be sheriff of the county. Success

in any line, and especially in advertising, is not possible without plans—imagination. Practice it; cultivate it; pursue it. Work to the single purpose of completing the work you have planned; don't be diverted by some other imaginative picture until you have fully realized the first. Be the biggest, the best, in your line. The best dry-goods merchant, the best clothier, the best druggist, the best grocer, the best plumber, the best decorator. Any honest business backed by a man with a good imagination and a fixity of purpose can soon be at the top.

ILLUSTRATIONS

Of the five senses, sight conveys the most lasting impression to the mind. See a thing in life and the mind can give a good description of it. Seeing a picture of an article will often give a correct idea of its shape, size and usefulness. Nothing short of the article itself will arrest the attention so quickly or make such a lasting impression upon the mind as a picture. For that reason, illustrations are an essential feature in advertising. They sometimes save long detailed descriptions, and are powerful as indirect suggestions. A fur coat suggests warmth; a trunk suggests travel; a lamp suggests light; an automobile suggests pleasure and luxury.

A landscape, marine view, mountain torrent, a nook in the garden, a dining room scene, by suggesting not the article but its possibilities in use, assists the imagination of the reader to compel the will to "go shopping." Illus-

trations appeal to the imagination much more strongly than words. Many words would be necessary to make the same mental effect that a good picture makes.

Illustrations have been the indirect cause of creating more advertising than any other cause. A beautiful illustration appeals to the advertiser as it appeals to the buyer, and makes a clear, pleasing and lasting impression upon the mind. There is a psychological law sustaining this contention. This law is generally recognized and applied with great advantage to modern advertising; but a cut or illustration is not all-sufficient. They do not set forth the reasons for purchasing.

Pictures, to make a pleasing impression, must be well executed. Get a good artist as you would get a good salesman. Cheap cuts, cheap pictures, ridiculous or objectionable scenes, are all negative suggestions and have the effect of repelling instead of attracting.

BORDERS.

Strange shapes will quickly catch the eye, and make lasting impressions upon the mind. This suggested the use of borders in advertising. With borders you can get many strange shapes—odd designs—to bring the attention to your selling talks. Borders have been long in use, but not always in an effective way.

A picture may be used very advantageously as a border effect by leaving an oblong or square white space in the midst of it for your Selling-Talk. In this way your adver-

tisement may be featured, and make it of double value. This plan will help give your goods a trade mark value.

In advertising a cereal food—corn flakes or anything of this nature—a field of growing grain might be used, thus giving the advertisement infinite variety and more effectiveness. The articles advertised might be wrought into very effective and attractive borders. Selling-Talks may be divided into a necessary number of parts by borders to make the advertisement attractive and secure quick attention. A most pleasing impression of an article may be the result of an attractive border.

A border of the many style collars or of hats would make an attractive ad for a haberdasher. An endless variety of attractive trade-pulling, attention-getting borders suggest themselves to almost all classes of retail business.

Some special border of this kind will be valuable to a small appropriation where economy of space is desired. Adhere to a special border for any length of time, but change the Selling-Talk often. Don't repeat the same story oftener than once a month, if you must repeat it at all. Best plan is to have some new reason in each announcement.

SUBSTITUTION.

Substitution is not a square deal. It's returning evil for good. It's a thorn in the path. If a dealer cannot supply the article asked for, he should offer to get it and deliver it. If the customer can't wait, he should be directed to a

place where it can be had. Such courtesy is sure to win trade at some other time. Have an eye to future trade. Don't get the dime so close to the eye that you overlook the dollar which is to be spent tomorrow. Courtesy is the cheapest article you carry in stock; dispense it liberally. It's mighty good advertising; it's the kind that brings the biggest returns.

If a customer is sent to your store by means of a personal recommendation or through an advertisement paid for by some one else, it's all one to you—it's that much saved in your cash drawer. He came to buy, not for advice. If you sell a man a substitute for what he really wants, ten to one he won't be satisfied with the article you sold him; will be vexed and annoyed that he allowed himself to be imposed upon, and will probably go to some other merchant next time. "Success Treads On The Heels Of Every Right Effort," says Samuel Smiles.

Cheating some one out of a well-deserved sale is like taking money without recompense. Stronger terms would not be amiss. Honesty in the very broadest sense is the best policy—the policy of every permanently successful business. A big man scorns to substitute. He knows that today is only the forerunner of tomorrow, and any departure from the golden rule is sowing the seeds of disaster. A clerk who substitutes should be asked to resign; he'll soon be working against your interest—using substitutes for enthusiasm, loyalty, integrity and industry.

Tolerate no shady transactions. Give every man his

money's-worth; to the man who pays for the advertising as well as the man who pays the rent.

ADVERTISEMENTS THAT PULL.

The question is often asked "Can you write advertisements that pull?" This often means much more than the questioner realizes. To write ads that pull requires not only a knowledge of, but a demand for, the article advertised; the goods must be of a quality that people demand, and be sold at a price the equivalent, or nearly so, of articles of a similar nature. Adverse conditions surrounding a proposition are often what cause poor results. If you have an article for sale that people need or can use to advantage, and it is of right quality and price, it is a comparatively easy matter to write ads that pull.

Take enough space to tell your story; give your copy the advantage of a good, catchy, head line or illustration that will attract the eye; state your Selling Talk briefly in plain, simple language, logically arranged, and then put the ad in a reliable newspaper of known circulation among the class of people who use the goods, and you have a trade-pulling advertisement. If the advertising for an article of general use does not bring results commensurate with the cost, there must be something wrong with the advertisements. Find out what it is by use of the analysis supplied in previous Short Talks, and don't blame the publisher, unless the fault is really his.

Analysis of the article, the advertisement and the busi-

ness will enable you to find the cause of failure, and enable you to get right. If the advertisement is for the purpose of creating a demand for a new article wholly unknown to the readers of the publication, it is practically impossible to write an advertisement that will pull, the first issue. The public must become familiar with the article. The mind must be influenced by many and different reasons, and this requires a much longer campaign than that of supplying a demand for goods already known to your trade. This is why you are justified in making the advertising investment; and you know the other fellow will have to make a greater investment of time and money to get your trade away.

OTHER PEOPLE'S IDEAS

Whenever a clever idea is adopted and run in the daily papers it is sure to bring out a lot of imitators and "near good" substitutes. If there is a lack of new ideas you can always fall back on the old reliable head lines, and good selling talks. Don't imitate; don't substitute; don't be "near goods," don't antagonize, if you would be successful. What has brought success for one man will never bring the same measure of success for another. The composite public is fair minded. It enjoys seeing people get the benefit of original ideas. The public is very apt to resent the liberty of using other people's ammunition with which to kill game. Nothing is quite so aggravating as to

find some man trying to copy your ideas; it brings about a negative attitude toward the man, and the article which attempts the steal.

Substitution of ideas is one of the greatest evils growing out of manufacturing business. If the manufacturer of a trade-marked article has spent his money, for advertising and for salesmen, in the faith that it will come back to him in the shape of dividends on his investment, every fair minded man believes that he should have a chance to work out his own ideas unmolested. If it were not so, what need for our expensive machinery to register and maintain the patent office, and to have laws regarding patents, copyrights and trade-marks?

A Customer coming into a store and asking for a certain kind of tooth powder should be supplied with that kind, instead of "something just as good"—no. Guard your business with the same jealousy that you do your real estate investments; respect the law that protects the other man as well as yourself; "Do As You Would Wish To Be Done By." Guard your own advertising by refusing to sell substitutes for advertised articles. Give the trade what it asks for. Explain to your sales-force that a customer coming into your store for any article should be supplied with that specific thing, if possible. If impossible to supply it at once offer to get it, and if that does not satisfy assist the customer with the information as to where it may be found.

SPASMODICS.

Business affairs are not successful if they only get spasmodic attention. Did you ever hear of a business man who called in his traveling men when business was dull? Not much. He's very apt to incite them to greater effort, greater enthusiasm. He orders them into all the byways for fear some chance order may be overlooked. He calls on them for greater effort. Are the salesmen called in when business is good? No, indeed not. This is the time to reap the harvest, and everybody hustles—working overtime.

Often and often I have met with such an excuse as this: "Business is so good now I do not need to advertise"; or this: "There's no use to advertise now; it's too dull." These men are the spasmodics. They do not realize that advertising is salesmanship by the impersonal method; that results depend upon keeping at it continuously, persistently, that it's the success method. Advertising is not a necessity unless you are seeking a LARGE measure of business success. If, perchance, you are doing a good business now without advertising, does it mean that you are going to hold your trade despite the efforts of competitors, unless you improve every advantage, adopt every new device known in the business world? The big stores, the big businesses of today, were once as small as the most humble establishment.

Keep your eye on the weathercock and your hand on the wheel. Trim the "sales" of your vessel to take ad-

vantage of every change in the wind, if you would arrive quickly. Keep up the enthusiasm every day. Don't be a spasmodic advertiser.

THE DOLLAR'S WORTH.

A few simple folk there may be, who imagine that they can get something for nothing, but the good customers, the profitable customers, expect to put up one hundred cents for every dollar's worth of goods they buy. Years ago the good old farmer sold corn-in-the-ear, or on the cob, by measure. Often have I seen them fill up the half bushel measure full, and then pile up the ears on top as long as possible in the desire to give full measure. When they took their butter and eggs to the village store to exchange for sugar, coffee, tea, etc., the merchants always gave "down weight," and both parties to the transaction prospered.

At the beginning of the new way of selling goods by advertising, many unscrupulous people with itching palms for other people's money gave "short" measure for unusual profits, or practiced absolute fraud by false promises, and many of them thrived temporarily, as they have at all times since commerce engaged man's attention. But no business is worth the candle which is built on any but "your-dollar's-worth" policy, which brings people back again and again. You are expected to make a reasonable profit.

The P. T. Barnum policy is only good for a circus, where people give up the coin to be amused, and consider it a part of the game to be fooled, besides. But the circus comes only once a year. The merchant, the newspaper, the

doctor, the lawyer, the office holder, to be successful must each give full measure. The way to make advertising profitable is to state facts regarding the goods. Deal honestly with the trade. "Do others or they will do you" is a fallacy. Give "down-weights" and "heaping" measure whatever your calling in life, whether employee or employer, merchant or professional man, labor or capital, and you will get the same in return. You will prosper.

REPEATERS.

To have an advertising proposition you must have a "repeater." The idea that "you can fool all the people all the time," or any part of them all the time, is a grievous error. Have a good article, one that is a little better than people have been able to buy elsewhere for the money, in other words a repeater, before you attempt to advertise.

The sexton and the undertaker are the only people who do not expect to serve the same man twice. If a man is a "dead one" he won't kick, if he is "done;" but live merchants are after live trade, large consumers, frequent and careful buyers who pay their bills—real "live ones," and they must have "repeaters" to hold and bring them back again to the store.

Having a repeater to sell, use a repeater to carry your selling talk. Don't waste money in trying to put good reasons for selling your goods into the hands of the consumer by means of circular letters, posters or programs. Take a real live newspaper, one that does things, a money

making newspaper, one that sells subscriptions and supplies the demand for reliable news, viz., a "repeater." Don't depend on anything but the very best for a steady increase in business. The best merchandise—repeaters; the best sales-people—repeaters; the best newspapers, also repeaters, always get the best and most desirable trade, the only kind worth cultivating—those who come again and again to the store, the repeaters.

Such a combination is a winner. Be not deceived by over zealous salesmen who may be honest enough in their opinion that they have a "booster" in some new or less expensive device for increasing your trade. You may "bank" on it that a responsible and reliable newspaper advertising campaign is unquestionably the best means of increasing your trade.

INDIFFERENCE

Nothing, not even the advertising in a first class newspaper, of used or usable articles, will be successful if done with indifference or carelessness. Some merchants, some advertising men, often incline to careless methods in the preparation of copy. They wish to keep an engagement, catch a train or hurry off to lunch, and the quickly "scribbled-off-copy" for an advertisement which is expected to keep the sales-people busy next day, is the cause of failure. It's all wrong; it's indifference; it's negative and will never produce results; never bring success.

If anything is worth doing at all, it should be WELL

DONE. Remember the motto, "This one thing will I do; I will do it right; I will do it now." Haphazard methods; hurried, indifferent copy is a waste of money—of your own or of other people's money.

Indifference is the curse of commerce. Often and often has trade been driven away from the store by indifference of clerks. Attracted by a convincing advertisement, lured by some vivid description of an article of which one is in need, and satisfied that the price is right, we have visited the store, sought the proper department, only to be disgusted by the indifference of the clerks in charge; we have turned away—a sale lost—perhaps a customer lost for all time, and that half page advertisement "didn't bring returns."

First look for the cause among your employees. See that they are co-operating enthusiastically with you and one another to make the business grow. This is of prime importance. Indifference is too great a handicap for any newspaper to overcome. Indifference will wreck a train, sink a ship or ruin a business in spite of all the newspaper man can do. Develop enthusiasm among the sales-people. Give careful consideration to your selling talks.

BUSINESS OVERLOOKED

The modern business man is progressive, energetic, enterprising and ambitious, if he means to succeed. Like Alexander the Great, he proposes to conquer the world and bring it to his shop, or factory, to trade. The great

arteries of commerce, the railways and steamship lines, offer such good facilities for doing business outside his home community that often the home trade is almost, if not entirely, neglected. The slogan of commercial associations is "Buy home-made goods," but what real effort is made TO SELL at home?

I have in mind a large knitting mill which makes a high quality of goods, and maintains a selling organization and an advertising department to create business throughout the United States, but which overlooks the local trade. What an opportunity is here to increase the sales by a local advertising campaign, offering to supply the whole home community with an article made "under its very nose." "A prophet is without honor in his own country" simply because he will not advertise at home. His neighbors and friends know less about his goods than people a thousand miles away.

Don't overlook the trade at your very door, Mr. Manufacturer. Get busy with your selling talks, or announcements, in the best daily papers in your city. Tell the people what you make; how you make it; what material you use in its construction; where it is obtained; the method of selection and treatment of the raw material; how it is handled by employees; the number of families supported in the community. Tell them that your workmen will get a benefit from the trade of their neighbors and friends if they buy goods made at home.

Tell them home-made goods are equally good, and just as well made as goods made in some other community, and

cost no more money. There are many sound arguments that might be used in selling talks addressed to people in your own municipality.

Not every manufacturer could find a sufficient market for all his goods in his own city, but who among them will say that he has made a good whole-hearted effort to get the business that should naturally belong to him, if he has neglected to advertise among his neighbors and friends in his home neswpaper?

CO-OPERATION

The question is often asked "What co-operation will the publisher give to the advertiser?" It has been answered in many ways.

Co-operation does not mean a one-sided proposition like a jug handle, but it means mutual helps and mutual benefits. The publisher who maintains the highest standard of excellence in his paper, compelling the fullest confidence of his subscribers whom the advertiser seeks to include among his customers, and who shows no prejudice or partiality between the advertisers any more than he does among his subscribers, is giving co-operation. He should exercise the same care to exclude fakes from his advertising columns that he does from his news columns. He should have a price for his space that would permit him to publish a perfectly independent and fearless newspaper, not a cringing policy of coloring the news to suit individual cases. And in the same manner the advertising columns

of the newspaper should be carefully scrutinized to see that the public are not led into traps by misrepresentation.

The ideal newspaper publisher is one of the most important and valuable citizens in any community. In furnishing the news it becomes his duty to publish the doings of all officials of the municipality, state and nation. Not infrequently incompetent and unscrupulous persons are elected or appointed to places of public trust and responsibility. Their induction into office frequently means a raid upon the public treasury and a neglect of the duty required of them. Were it not for the newspapers controlled by the good, honest, fearless publishers, these dishonest and incompetent officials would become so powerful in their machinations as to make civil government a farce, giving no protection to life, property or the pursuit of happiness under the constitution and the laws. The newspaper is the monitor which protects us from dishonest public officials—from oppression by public service corporations.

Co-operation in advertising results to the advantage of the merchant, the publisher and the subscriber, and has a very important bearing upon the growth and happiness of the community.

The evolution of business and society depends upon this co-operation between the merchants and the newspapers. No other advertising medium fights for the rights of the greater majority, the common people. No other supplies their needs or protects their interests, and none compares with the daily newspaper in result-bringing power.

GOOD COMPANY

Tray was a good old dog; but being innocent and unsuspecting, he was found in company with some sheep-killing curs, and paid the penalty with his life. Since this remarkable story was first published it has been the text for many a sermon upon the dangers of bad associations. I use it because it illustrates so well the other side of a vexing question. Many an advertiser, seeming to feel his fate would be like old dog Tray's, has worried, complained, growled and found fault about the advertisement that adjoins his own. Especially if his neighbor's is a more attractive and convincing announcement. The publisher meets the argument in the best way he can but the question will not down.

The most logical, common sense view, in fact the business-like way to look at it, is that any business enterprise which pays taxes and is entitled to police protection is good company. Andrew Carnegie and Mrs. Potter Palmer have created a precedent in regard to "mixed company" that will do much to settle this threadbare subject. Any man is a gentleman while he behaves as one, and any good advertisement of a legalized business or profession appeals to the same kind of customers you are inviting to your store. What you want is business, and anyone with the "price" is welcomed.

If the publisher could discriminate at all, it should be to classify and group the advertisements wholly with reference to their selling power or attractiveness, so that the

poorly clad and coarse grained would not feel embarrassed by the more brilliant and attractive company.

You might just as reasonably expect the street car company to discriminate between its patrons on account of dress, age or cleanliness, as expect a publisher always to put your announcement next to some other ad, or apart from it. The newspaper is in a sense a common carrier, and it must accept any legitimate business or lose its rights to second class postage. If you give a dinner you can select your table companions, but if you choose to eat in a public place you must accept the company.

In advertising you are seeking trade regardless of everything else, and the paper which is the favorite in the home is the one you can dispense with last. If the home-maker and housekeeper have accepted the publication as standard, they accept it all. All the reading matter; all the advertising.

THE COST

In mercantile lines the cost is something more than the price of the goods. It includes carrying charges, rents, insurance, interest and selling expense. Under selling expense come advertising and clerks' salaries. You may reduce the advertising expense if you will add to all other items, or you may reduce the cost of each or all of them by increasing the quantity and selling power of your advertising.

If you are doing a million dollar business with an expenditure of 4 per cent for rent, 5 per cent for salaries,

1 per cent for advertising and 1 per cent for incidentals, by doubling the advertising expenditures you may safely expect to increase your business 15 to 25 per cent without increasing the other items. The cost of the advertising itself, the rates of the newspapers, seemingly stands in the way of progressive newspaper advertising. The beginner sees only the outlay. To him the price may appear prohibitive. He thinks all rates should be equal, and is sure all are too high. He is an expert as to the quality and worth of his own goods. He fixes the price at which they are to be sold, to get and hold the trade and to pay a profit. The publisher is not taking an arbitrary stand in regard to his rates. Very frequently all his net profit comes from the subscriptions alone. He must furnish a good newspaper to all his subscribers. All the raw materials a publisher uses are expensive, and prices constantly going up. Telegraph tolls, printing machinery, skilled labor, white paper and the brains required to make a good newspaper, foot up an enormous expense account. He must be a good business man to manage a successful newspaper, and as such, his rates are fixed to meet his expenses and pay a reasonable profit on the investment. A low cost, or a low rate in newspaper advertising, does not always mean a bargain. The best—the highest priced—is often the most profitable to the advertiser. Good business men know that poor salesmen are a waste of money, time and energy at any price. That quality and not cheapness is most in demand. Merit always wins the biggest success. This is equally true regarding newspaper advertising.

MAIL ORDERS

Suburban traction lines, that facilitate the means of communication between the country and city, have developed the mail order business wonderfully in the last few years. Any retail merchant who expects to grow and develop must be prepared to care for orders and inquiries which come by mail.

Every courtesy must be shown to that portion of your trade who rely upon the "square deal" principle which saves them the trouble of personal inspection before purchasing. The steam railways, the traction lines, and the rural free delivery routes, carry the daily newspapers containing your announcements long distances, and bring back the orders. They must have prompt and careful attention. A post card acknowledgment of the order should be sent to the purchaser by first mail, even though the order is filled at once and goes out at the same time. Courtesy demands it. The shipment may miscarry, and your customer be thus left in doubt as to whether the order was received. The card should state when the order was received and when the goods were or are to be shipped. If any delays are necessary in filling the order, that should also be shown on the card.

When the order is filled, the invoice should go out at the same time by mail, and if perchance it is only partially filled, it should state the reason for delay and when the remaining articles will be forwarded.

Remove every chance for misunderstanding and doubt

from the minds of your absent customers. Courtesy of this kind will bring renewed orders from old customers, and many new ones. "Once a customer always a customer" should be the motto. All good daily newspaper advertising brings orders by mail nowadays, and will increase the revenue in proportion to the care with which the business is handled, once the order has been received. Advertising rates are usually based upon the circulation within 25 miles of shopping limit, and to take advantage of the remainder of a newspaper's circulation is to reap a reward where it is least expected. The first order by mail, like the first robin, means that others are to follow. Start right, in handling the mail order, and you will be surprised at the growth of that department.

DEPENDABILITY

The most valuable attribute of a business, an individual, a domestic animal or a "made" article, is dependability. Brilliancy in business if combined with unreliability produces negative results — failure. "His word is as good as his bond" is the highest possible praise. Unreliable statements about a good article produce a bad impression. Reliable statements, pointing out the weakness of an article, will always produce a good impression on the purchaser, and will the more readily find a customer at the price.

Misstatement in business, whether from ignorance or a desire to misrepresent, is a quagmire through which one will flounder all through life; misstatement in advertising

puts the whole business in jeopardy. It will cost twice the advertising outlay to restore confidence that it does to destroy it. If you wish to travel a well macadamized road to success and prosperity, you must tell the truth all the time, not a part of the time. Remember the boy who cried "Wolf, wolf," when there was no wolf. He was supposed to be only lying again, when the wolf finally appeared with the resultant destruction of the flock and his occupation gone.

Dependability gives a man credit at the bank; brings customers to the store, subscriptions to the newspaper, and friends, honor and prosperity to the individual. That man exercised great wisdom who burned up 40,000 cigars in his furnace because the stock had been spoiled in "casing" and was not discovered until the cigars were "made up." He was dependable; his trade did not suffer. Advertising dependable things or a dependable business in a dependable newspaper always produces positive results. If the goods are an entirely new line, it will create a desire for them later on.

Adverse conditions or circumstances may delay success temporarily, but there is no such word as failure for the man who possesses ability, reliability, endurance, and then DOES THINGS. This is not a preachment; don't be reliable and truthful for fear of punishment in the next world, but because it pays dividends and brings success and pleasure here and now, in the one place you are sure of.

I recall a merchant who gleefully rubbed his hands when he fooled the people by his unreliable advertising;—he is

out of business now. He will tell you advertising does not pay. People simply cannot be imposed upon indefinitely. Get a reputation for being "square;" it's worth more than mere money.

Ability means initiative, resourcefulness, originality, thorough knowledge of the business, fertility in ideas. Reliability means truthfulness, honesty. Endurance means perseverance in pursuing one object and hard work. Action means keeping busy—means advertising. This combination means dependability—an unbeatable combination.

OVERCOMING OBJECTIONS.

The true conception of every commercial transaction means the exchange of one article for another—a change of ownership—to the advantage of both. It means the sale of goods for a profit, whether that profit be secured through resale of the goods, or whether it be through the use and benefit to the purchaser himself.

In personal salesmanship and in advertising, one of the essential things to a man's success is his ability to overcome objections. This being true, the salesman who is seeking the exchange of his commodity for that one article of universal usefulness and value, the great American dollar (to which there can be no objection), must prepare to overcome the objections of the party of the second part.

There is always a certain degree of mystery about any new article offered for sale, and the salesman must have a greater knowledge of it—of its method of manufacture or

production—of the raw material used in its construction—its lasting qualities, and the ways in which it can be used to advantage or sold for profit, than is possessed by the possible customer.

He must have his information logically and attractively arranged for use, and be able to bring up his reserves, battalion after battalion, so as to keep the customer's mind deeply interested until desire and resolve mount to the driver's seat. The process is the same in advertising;—these questions must be discussed—not necessarily in one single advertisement, but in many—and combined until prejudice and objections are overcome.

Examples of how other men have made money or found pleasure for themselves, their families or friends—testimonials—are of great value in overcoming objections. Given in attractive form they hold the mind until the objection is removed, and the "yes" which means so much, is spoken.

He is the most successful in overcoming objections who is long on experience, ability, resourcefulness, fertility in ideas, and knowledge of his business; who knows more about the article he has for sale, its uses and advantages, than the prospective customer. He must also know the strong as well as the weak points of any competing article. The personal salesman often fails because he does not strengthen the weak spots. Advertisements need never have weak spots—faults in their arguments. Make them strong by means of the analysis suggested in a former article, and if desire is not secured by one insertion, it will follow from repeated effort. It is impossible to convince the whole

public with one advertisement, but continuous advertising of a reliable article has never been a failure.

CONCENTRATION

This is the day of the specialists—men who do one thing a little better than the average. Men who seek out the short cuts and most effective ways by which things can be done, more rapidly and more perfectly than they have been done before. They study details of construction or production, discover the errors of the past, and ways to avoid them in the future.

Specializing in law, in medicine, in architecture, has proven the value of concentration. Specializing in business is of comparatively recent date; made necessary by competition. Financiering, railroading, engineering, manufacturing, merchandizing, selling, advertising, need special duty of these various lines, of the laws of trade, and of the short cuts to secure quick returns for money or effort invested.

The big men, those who HAVE ARRIVED, the successful business men, are fine examples of concentration in business.

Marshall Field made a specialty of supplying the people with the necessities and comforts of life. He concentrated so faithfully in his early business career; he advertised "good goods or your money back" with such persistency that he became the largest merchant in the world. His success was not due to good luck, though he may have been

fortunate in his surroundings, location or the condition which encompassed him; but other men, contemporaries of his with equal advantages, did not have the same degree of success, simply because they did not concentrate. Nothing in Field's ancestry or early training was responsible for his success.

He worked, he secured the respect and confidence of his employers, his business associates and his customers; and he advertised seasonable goods of the right quality at an attractive price, and yet sold them at a profit.

He made good his advertising statements by refunding the money, if the goods were not up to what he promised. With all his concentration he could never have achieved anything like the success he did without daily newspaper salesmanship. Other merchants have been almost as successful while competing with him in the same field. They began in a small way all of them; they bought advantageously, advertised judiciously, and lived up to all their promises. This brought success, and it always will bring it. Concentrate in one good daily newspaper, if you can't use more than one; and keep up your selling talks if you have anything to sell.

NEW IDEAS

"I have no new ideas" was the answer a small merchant gave me the other day in answer to the question, "Why don't you advertise in the daily paper?" What a pitiable excuse for inaction—for failure. He was probably looking for sympathy. He should have Hubbard's sympathy motto

in a conspicuous place in his store. That motto reads: "Many a man looking for sympathy really needs two swift kicks, properly placed."

New Ideas? No, what we need is renewed energy, enthusiasm, selling force, advertising, and the hustle and push that must go with advertising to get the best results. Then new ideas and methods come when least expected.

A well known teacher of salesmanship was once talking to a group of traveling men about his new science, when one of them remarked "You can't teach an old dog new tricks." "Don't be a dog, then" was the answer. "These are not new ideas anyway, but a compilation of the old laws of success."

Make a new application of the old rules. Apply to an old, spavined, rheumatic, wind-broken, run-down business the kind of force Armour used in building his business. Try some old paint newly applied, some old selling talks—good big advertisements in the daily papers. Push. Make every one connected with the establishment a good pusher, and you won't have to wait until you get new ideas to make the business grow.

Cleanliness is an old idea, but a new application of it could be made most effective in advertising a grocery store or a market.

People would go a long way out of the beaten path to buy the stuff that goes into the pantry or on the table from a merchant who made neatness and cleanliness the predominant feature of his establishment. Instead of buying from necessity, barely what was indispensable, they would

buy freely and liberally if everything were fresh, appetizing, clean and sanitary. I expect to see the man who advertises cleanliness as an especial feature of an up-to-date market make a big hit.

BAD POSITIONS

That most annoying question which is constantly coming up between the advertiser and the publisher is the one about position. The advertisers all clamor for some special position. Top of column next to reading matter on second, last, or woman's page, or something else equally prominent. I quite agree with you all that some such special position would be much more desirable for a small advertisement than a less conspicuous one, but what I do contend is that THERE ARE NO BAD POSITIONS IN A GOOD NEWSPAPER, and I cite the CHICAGO DAILY NEWS to prove the contention.

This paper carries a tremendous amount of business for Chicago merchants, all of whom prosper in proportion to quality of their selling talks and the persistency with which they keep them up, despite the fact that there are no "reserved seats" or special positions obtainable.

An advertiser who measures the value of a newspaper's selling power by the location of his advertisement rather than by its circulation among the consumers of his goods, is indulging his prejudices; he is of the class who hire men for their looks rather than their selling ability.

Remember, the publisher must hold his readers to give

the advertiser best returns. He must keep faith with his subscribers just the same as the merchant with his customers. The success of your advertising does not depend upon its location in the paper, but it does depend upon what you put into your announcements; your description of the goods; your ability to create a desire strong enough to bring the will into action, to make the reader go BUY, not "go by."

I will admit, of course, that some positions are better than others in a newspaper, same as in a theatre, a hotel or a railway train, and most people are willing to pay an extra fee therefor, when they can be had, but they are not essential to success any more than black-faced type. Some of the best advertising mediums among the daily papers will not permit any but outline cuts and outline type, and are still good advertising mediums, notwithstanding.

THE INTRODUCTION

Permanent success is attained only through confidence, so our first efforts are directed toward that most desirable condition of mind. When you make a long trip to meet one special individual of importance, whose assistance will be of great advantage to your project, you secure letters of introduction to him from some mutual friend who vouches for you. In that way you are quickly established in his full confidence.

In advertising matters for a new business house, or a new line of business, you must gain this confidence in a

different manner. Here is where the true finesse of the skillful advertising man is shown. He comes out with his announcements not only of the position his business is intended to occupy in the community, but what wants he intends to supply; the policies he will pursue in administering the business, making each sentence ring with the frankness of truth.

Make a feature of these announcements; give the public something new to think about; make them believe in your declaration of principles as applied to your special line of business, whether it be a general department store or some special line.

Take the public into your confidence. In that way you gain theirs. Tell them what you are planning for their convenience and benefit in just the same way that you will tell them later, when you have some very new and attractive article for their use. This is laying a foundation for a business that will stand for all time.

Build your house on the rock of deserved confidence if you would have it stand through all sorts of weather; then employees as well as customers will understand it is there for all time, and will continue to follow the policy adopted at the beginning.

Your introduction through the columns of a high class daily paper is almost equivalent to a letter of introduction from the publisher. No other class of advertising gives you so good an introduction into the homes and confidences of the people you want for customers.

CLEAR SIGHT

It has been my lot to be present and assist in a number of advertising campaigns, and I have often been impressed by the untrained enthusiasm of the average business man when he first ventures into this field. It was as though here was some wonderful thing, which if he used would bring a quick fortune—at the very least pile up added profits at a most gratifying rate. But as we all have dreamed when we were boys of some magical wand or wondrous charm that would "some day" make us rich, so these hard headed business men have regarded advertising as a "fetich" that works in some mysterious way to bring about a shower of gold.

Verily we seem to remain but "children of a larger growth." A case which came under my notice the other day leads me to feel that a word about this matter of "Clear Sight" might prove timely.

As the matter stands today, these questions of space value, the psychology of copy, the law of frequency and repetition, are more clearly understood, and are found to have a solid, tangible basis. That basis is two-fold;—first, common sense, and second, a knowledge of human nature, and salesmanship. A man must possess, to some appreciable degree, these attributes to be successful in business. They are the very foundation stones of his success, and yet when some men tackle the advertising game they are apparently bereft of these very qualities.

As a matter of fact, even though a business man may

not have a knowledge of its technicalities, if he will but consider the whole question of advertising from the common sense standpoint, he will not long go wrong upon this vital part of his business. This applies more particularly to the use of space and policy. Don't be "stampeded" by schemes or " hot air." Buy and use your space with the same cool-headedness that you buy and use your raw material, or the goods you sell again.

Unless the plan or scheme can pass the muster of your good judgment, don't touch it. Make the publicity end, which is the selling end, of your business "true up" to the same mark as the financial end. Take hold of a definite, consistent, persistent advertising plan with the same judgment and keenness that you display in a determined effort to hit the market right on your raw material or merchandise. Thus you will achieve your full and final result—Success.

WEATHER COCKS

I have often been impressed by the apparent disregard of real fundamentals, as my experience has brought me into consultation over "desperate cases." One of the most fruitful causes for the lack of results, as I have observed them, is the apparent lack of definite plan or policy upon the part of the business house.

I have in mind one of the largest concerns of its kind, a concern which has spent tens of thousands of dollars for advertising, and is still a large user of space. There have been numerous and earnest considerations as to the amount

of space used, the kind of "copy" to be run, the sort of illustrations, etc., and then for a time there would be an apparent adoption of a settled plan.

But perhaps some particular advertisement or medium did not show the results expected in a given time, and then there would be another consultation, another plan adopted, and probably another man put in charge of the preparation of advertising matter. The result of all this vacillation is that, while the concern has grown, and to a degree, prospered, the very impression which possible customers have gained of it and its line are not clear-cut and convincing.

You probably know that one of the first requisites for successful advertising of any sort is that it shall express, into as high a degree as possible, the PERSONALITY or individuality of the institution back of it. Unless there is, back of the advertising, a well considered, definite selling plan and business policy, this result is impossible to secure.

As a matter of fact, the purchase of space and the filling of it with good copy, is usually the last thing to be done. Fortunes have been wasted by over enthusiastic, ill considered plunges into the Advertising Game, and the man or business that is unable to adopt a definite selling plan, a clean advertising policy, need never hope to make either a big or a permanent success.

It is equally true, that the "weather cock" manner of doing business or of advertising will result in a "weather

cock" finish,—just spinning around and around without making any headway, or ever "arriving."

FIRST PRINCIPLES

Much has been written, and more has been said, about the fundamental things required to achieve success. These various speakers and writers have under the heading of fundamentals included almost every possible development of a business, and the word itself has lost much of its significance through its misuse. This does not alter the fact that there must be some basic requirements if success would be obtained.

It seems to me that, speaking broadly, and taking as a type some business dealing with a general line, and referring also to the publicity side of the enterprise (which is the matter claiming our attention), that these first principles can be well classified under the following heads:

First, an article or business of general use or application. In other words, something which many people can use either personally or through some application.

Second, the article or business of quality, character and value to justify continuous demand or use. This comprises the growth of the business through repeated orders, and an extension of its field.

Third, a definite selling plan. This refers to the business as a whole and has two sides: first, the relation of that selling plan to the business house, and second, the relation of the selling plan to the customer.

Fourth, definite selling talks. This is in a sense a development of the third point, but in a line embracing a number of articles, requires specific treatment for each one; and fifth, competent direction.

Here the personal element enters in; the first four essentials may be clearly appreciated and understood, and yet without the fifth their working out may be inefficient and without the proper results. I could at this point write another article about "The Advertising Man," but will only refer to two most essential points on which the advertising man should be "right." They are, first as to personal ability; second, as to personal experience.

To crystallize the whole matter, it would seem that a business which cannot conform to the first four classifications is sadly lacking in the materials necessary for success. Frequently these essentials exist, but have never been carefully brought out or developed.

Of course there are numerous lines where the use or application is, of necessity, restricted. In such cases the fundamentals do not express themselves in exactly the same way. In most business, however, the points mentioned are vital to the growth and success of the institution, and a careful analysis along the lines indicated above, will frequently disclose unsuspected points which can be developed to the strengthening and extension of the business. It means, as you see, simply another application of this analysis to every possible phase of your business.

THE TWO SIDES TO A PLAN.

In formulating any general selling or advertising plan, there is always a danger that only one side of such a plan will receive proper consideration. To be effective, to be right in selling your product, the plan must be considered not only from the point of the house but from the standpoint of the customer as well. There is undoubtedly a marked difference, while at the same time there are many points of similarity, in these two view points. I think I can illustrate it better in this way: In the olden days of business (not so many years ago, either), the rule of caveat emptor was the rule of conduct in many large concerns. That day has passed, however, with the growth of the ethical sense in business, and nowadays the concern that acts on the basis that to cheat a customer is better than to please him, is doomed to a short existence.

In the great merchandising establishments of the country there is today an underlying idea throughout the conduct of all their vast business, that while they are in business for profit, and while they are building up tremendous institutions, they are not mere sellers of merchandise, but they are rather BUYERS FOR THE PUBLIC. In other words, the customer's interest is the first thing considered in the business. If you have the raw food and the other fellow has the fuel for cooking it, you will be more apt to get a benefit if you exchange a half for a part of his fuel, and then two people will be benefited instead of one.

If this idea is in your mind in the planning of your campaign, do not fail to give it adequate expression in your advertising. Don't blow trumpets or shout aloud from the housetop that you are the "people's friend" or any of that kind of "slush." This point, involving as it does the very fundamental attitude of the proprietor to the business, as well as to the public, is a thing that is best expressed by action or inference. This idea is emphasized in all of the advertisements of some of the big institutions more by the general tone than by specific statement.

It is an exceedingly difficult matter to put this tone into a line of advertising if it is not really understood by the man who prepares the copy. People soon learn to recognize their friends, and one of the best means of securing friendship is by gaining confidence.

If you are at the head of a growing and successful business, one in which the success is not of the tempestous kind, but in which it means a steady growth, you already have this idea and are working it out, perhaps unconsciously. Analyze your selling plans and your advertisements closely enough to see if this point can be made a little stronger.

DROPS OF WATER

In a long experience touching upon almost every side of the business man, I have everywhere met the man who has a good thing, but who feels that it is too small to be advertised. Knowing well the strong points of his line, enthusiastic as to its possibilities, and determined to suc-

ceed, yet he gazes with a feeling of despair at the big space used by other larger concerns, and feels that the handicap is too great for him to overcome.

To such a man I would recall the old proverb about the drops of water that wear away a stone. After all, what is an advertisement? It is a wireless message for getting past the sentinels of reason and judgment, through the gates of desire, to the will of the reader, and causing that will to do what the advertisement suggests.

Have you ever noted while in the country among the myriad noises of nature, the singing of birds, the plashing of water, and the rush of wind in the trees, there will come to your ears with insistent force the piping of some tiny insect hidden beneath some blade of grass? If you have ever caught this insistent note that penetrates and rises above all other noises of forest and field, you have caught the idea which I wish to give you of this matter of the small advertisement. We cannot be millionaires or captains of industry without effort, and an equivalent of time and labor.

Some of the most notable successes in the advertising field today have started from the humble beginning of a classified advertisement, carefully prepared and persistently pushed. My word of counsel to you who would like to, but are afraid, would be to start small, if you must, but above all things start, and start now.

Business grows and success is achieved as the circle of our influence and acquaintance widens, but that circle of influence and acquaintance must have a start. A small

advertisement carefully persisted in and followed out, is but the beginning of greater things. Get the right view point on this matter of advertising; then begin, as small as you must, but as large as you can, and use the same staying powers that you do in other matters of your business, and success is your sure reward. It is the little drops of water, not one drop but the many, that wear away the stone. It is the persistence in a well-thought-out advertising plan, no matter how small a field that plan may cover, which wears away public indifference, and changes the indifference to interest, desire and resolve to possess.

PUBLIC SERVICE ADVERTISING

The possession of a franchise covering the sale of transportation, light, heat, power, water, etc., often seems to blind the eyes of its possessors to the fact that such a business is subject to the same commercial laws which govern merchandizing or production; creating an increasing demand for its product or wares. Corporations controlling franchises imbued with the idea of possessing a monopoly lose sight of the great opportunities for the development of their business, and become a target for criticism, abuse and general hostility.

Why should a public service corporation spend money in advertising? How should this money be spent? The fundamental idea is exactly the same as merchandizing, or of creating a demand for the goods in a new store. The merchant will of necessity, whether he advertises or not,

have a certain volume of business based upon the actual necessities of his customers. His real profit and the growth of his business comes through the sale of the newer, or uncalled for, articles, or lines.

A traction company, for example, can safely figure that from a certain volume of population they will, of necessity, get a certain amount of business; but the "necessity basis" must be sufficient to pay dividends on the investment, or the investment is not justified. Suppose, for example, that a determined effort were made to induce that volume of population to add ten or fifteen per cent to the necessary expenditure in order that they may gratify some desire for pleasure, and we have the basis for an increased dividend this year and a rapid expansion of business in the future.

That this sort of thing is being done in a number of cities, is a matter of general knowledge, and we everywhere find transportation lines more or less interested in parks and amusement places. There is no town large enough to support a traction plant which will not, in proportion to its size, respond to wisely planned newspaper advertising.

The association of manufacturers recently formed in the electrical business for the purpose of educating the general public in the uses of electricity, is an illustration of the trend of the times. The only wonder is that more campaigns have not been started. Close co-operation with the advertising manager of the live newspaper will usually

discover ways and means for accomplishing this desirable end.

THE SCHEME MAN

Some years ago I met a man whose lavish expenditure, manner and appearance, would seem to indicate that he was a sudden millionaire. It took but little conversation, however, to develop the fact that his riches had come as a result of a scheme. The scheme in question involved the old, old idea of going into a locality and making a quick "clean up" by rounding up the local industries into a grand hurrah of advertising through a series of lurid write ups-wherein the vanity of the proprietors was made to serve the purpose of a legitimate reason for the outlay. He told me at the time that it was easy money.

It is this sort of thing which so often causes the institution whose policy does not include a regular advertising campaign to say with great bitterness that advertising does not pay, because they have tried it. There seems to be no end to these schemes, and we hear of a new one about every week. There is always a certain percentage of business men who are susceptible to the smooth talk and hot air of these bunco artists, and until the general business public has a proper idea of the importance and value of the right sort of selling-force-advertising these fakirs will probably make many a rich rake off from their victims.

There is one thing absolutely sure, that 999 times out of 1,000 such hurrah schemes have no dependable permanent advertising value, and should be shunned by any concern doing a regular, legitimate business. A widespread knowl-

edge of the fact that advertising is really salesmanship, has done, and will do, much to stamp out this disgrace on a legitimate business. If there is anything about the personality, individuality or product of a concern that is worth talking about, it is worthy of proper presentation. The fact that some industries fall easy victims to the "scheme man" indicates a spasmodic awakening upon a subject vital to the success of every business; and if these same victims would only stay awake and realize the possibilities offered by a carefully planned publicity campaign through the pages of their daily newspapers, prosperity would be increased.

THE BALANCE SHEET

There is a law of balance everywhere apparent in nature. The business man has it in his trial balance, and this barometer of his success is usually watched with anxious care. There is another balance sheet which deserves just as close attention because the first one depends very largely upon it. It is the balance sheet of the advertising policy of the institution. Many a concern now making a moderate success could decidedly increase its returns were this advertising balance sheet figured upon the basis of RESULTS rather than upon the basis of EXPENDITURE.

What I mean is this: The merchant or man in business who has taken up this question in the average, casual, glad-its-over-with way invariably figures his advertising policy upon the basis of "How much money have I spent?" With some, be it large or small, it seems like taking so many

dollars of profit right out of the cash drawer. Such a view point is like placing a nickel so close to the eye that it obscures a view of the dollar that it within reach.

I do not counsel extravagance in the matter of advertising expenditure. It is not possible to lay down a hard and fast rule which will apply in all cases. Some lines will bear a heavier percentage of outlay than others. There is unquestionably a point where added outlay is simply wasted. In a large majority of cases, however, the mistake is on the other side.

A full page advertisement will oftentimes bring greater proportionate results than a ten inch advertisement, and for that reason it justifies the greater outlay. Cultivate the habit of basing your advertising balance sheet not alone upon the number of dollars which you spend in publicity, but in at least an equal degree upon the growth of your business, and the natural results of a strong, conservative, aggressive selling-force policy.

Double the space your copy is to occupy, and you double its power to arrest attention, which you must have before your newspaper advertising becomes most effective. The balance sheet shows the profits, and profits are obtained from results.

DESCRIPTIVE AND EXPLANATORY TALKS

In the introduction of a new article, every advertiser has been confronted by the problem of "how to say it," and analysis of this subject may prove helpful. In the

"style" or form of expression there are five ways of presenting any fact or statement. It is manifestly impossible to give, in an article such as this any exact rule to be followed; but the main idea involved in the proper use of these different "styles" of expression can be concisely put. First, get a clear understanding of each, and then do not try to use more than one in a single advertisement.

The two forms most often used are classed as the DESCRIPTIVE and the EXPLANATORY, and the words themselves show very clearly the difference between them. The Descriptive form of statement is broad in its application, and can be used to advertise anything that has form or shape. If the thing described has in itself power to attract attention and arouse a desire for its possession, then the form of language to use in advertising it would naturally be the Descriptive. In a word, describe it.

The difference between the Descriptive and the Explanatory is easily apparent. After describing the article and its looks, the next thing to do is to explain. "How does it work?" or "How is it made?" Here the Explanatory form of expression comes into use. Right here is a point to be carefully watched. Remember everybody is curious to see the wheels go around. The Explanatory makes it plain to the mind of the reader why they go around.

There are many instances in which it is not only desirable but necessary that the description of the article should be accompanied by an explanation of its uses, mode of operation or manner of manufacture; but in the preparation of this sort of copy, the two styles should be kept entirely

separate. Be clear, definite and concise in describing or explaining how it is made or how it works. Do not mix your forms of expression.

Your description is for the purpose of painting a picture in the mind of the reader. Your explanation is for the purpose of giving to that picture life, motion or actual being. To do these things successfully will require careful study, and a sufficient amount of space. Take enough space so that the subject may be properly treated.

EXPOSITION AND ARGUMENTATIVE TALKS

In advertising, you are telling a "prospect" about something of which you know more than he, and the purpose of your telling is to get him to think about it just as you do. What will you do? How will you go about it? By the time you DESCRIBE the article and then EXPLAIN it to a "prospect," you have some idea from his actions or replies as to how well he understands you. Suppose he is not ready to agree with you, what then? You assume that there is some point he has not caught, and you begin to "expound," to teach, to emphasize, point after point, of your explanation. You use the EXPOSITORY form of expression; it is the natural development of the explanatory style.

Most fairly intelligent people, in matters which the ordinary mind can grasp, are apt to resent the Expository style,—it is likely to seem too much like scolding. Unless you are an expert in the use of the English language, avoid

the Expository style in advertising. The Argumentative is a much safer and saner line of copy.

Where there is a question of supplanting some other article or line, or where the advertising is aimed at the education of public opinion or belief, the Argumentative form of expression is often far more effective than a mere statement of facts or points either for or against the matter under consideration. The most natural way to express this style is by a series of questions and answers. It is most important to have a very clear idea as to just how far your argument can be properly carried. A little of it goes a good ways. Make your arguments short and to the point; follow the suggestions given in other talks of this series; talk to the point, and stop when it is made. Then make another point. Points, points, points, make trade-pulling copy.

You will be greatly aided in the preparation of all copy, in the working out of all selling talks, if you conscientiously follow out some one of the forms of expression referred to, with due care that not more than one be used at a time, —at least within the limits of the same part of your selling talk.

PERSUASIVE TALKS

History tells us that in the ancient empire of the Medes and Persians, all pleas delivered before a judge were submitted in writing in order that the mind of the judge should not be influenced by the persuasive power of the human voice. There was unquestionably good basis for

such a law, as we all know that the human voice, in Persuasion, is often more effective than in Description, Explanation, Exposition or Argument. An authority on this subject calls salesmanship, "The power to PERSUADE others;" though perhaps it were better to use the word "INDUCE" in this connection. This fifth form of expression—the use of Persuasive language—is a dangerous pitfall for many a would-be advertising genius. For the very reason that this style is most effective in the spoken word, it is more often LEAST effective in the cold type. Robbed of the tones that give it life and force, the same words in print read like a begging appeal. This, in any business statement or announcement, is fatal to success.

I have seen many instances in which the untrained or overzealous writer, carried away by his own feeling, has indulged in this form of expression, and then wondered, doubtless, why the "soul stirring copy" failed to bring results. In some lines of medicine-advertising intended to reach the more ignorant or susceptible minds this style has been effectively used, but in any straightforward business advertising, it should be carefully avoided. The secret of writing pulling copy lies largely in the ability first to imagine well, then to think clearly (analysis of the proposition is a help to this) and then clearly to express those thoughts with a definite "style" carried throughout the statement.

Remember always, that just in proportion as your advertising paints a clear picture in the minds of its readers,

so will those readers desire to possess the thing which that picture represents.

POLISH

We have all met the man or woman who, though of charming personality, is always "making breaks" in speech or action; and we have all read the advertisement which somehow or other seems to jar upon our senses, though we usually do not stop to look for the cause of the jar.

In addition to having a good story to tell, and then telling it promptly and concisely, there is an absolute necessity for a certain degree of polish to our statements, if we would have them fully effective. Just as the eye is offended by colors that "swear," and as the ear is annoyed by discordant sound, so is the mind affected by the uncouthly-worded, improperly-constructed, advertisement.

There have been numerous books written giving the rules for grammar and composition, and yet many an earnest advertising man is constantly guilty of infractions of these fundamental, necessary, rules of expression. These points are frequently overlooked in personal conversation because of the personality of the speaker, and the circumstances under which the words are uttered. When it comes to putting words into cold type, however, there is no excuse for allowing such errors to stand. Such faults as ending a sentence with a preposition, or using an impersonal pronoun where a personal one should be used, as for example,

saying "here is a man which" instead of "here is a man who," should be carefully avoided.

Little points like these are the things that make discord where harmony should prevail; and it is very wise, after you have analyzed your business, your newspaper, your article or your copy, to extend this analysis just one step further, and analyze the sentences and words which you use in the copy.

In other words, polish up the points of your arrows. A rusty knife will not cut; a poorly pointed arrowhead will frequently cause the straightest shaft of a well aimed Selling Talk to fall short and lose its effect. Sentences, like silver, glow and shine under careful polish. After you have read your copy for capitals and punctuation, read it again for unnecessary words or words that do not mean what they should. You will find that this extra care will pay handsome dividends. Lack of care may lose one customer, the profit of whose purchases would have paid for the whole advertisement.

"EYE CATCHERS."

The short three or four line "reading notices" scattered throughout the daily papers, from the first page to the last, have been used advantageously by all manner of businesses to catch the eye and arrest the attention of the reader. These short notices are very effective, because of the prominent locations which may be had for them.

They always sell at a premium, like box seats at the theater, the parlor car on a railway train and choice rooms with a bath at the hotel, and they are worth the extra cost.

These little wireless messages to the brain probably make a deeper and more lasting impression than forty or fifty times the amount of space in display copy; yet the increase in the volume and in the attractive way in which display advertising is now done, justifies the tendency to an increase of display.

No man is justified in planning an advertising campaign on reading notices alone, any more than he would be to leave out the bricks in his wall and build with sand alone. They serve the purpose admirably, of calling the mind of the reader to some special article which is thoroughly well known, so that it needs no description or explanation, or any of the real skill of creating a desire for the goods.

The success of a widely distributed patent medicine was due entirely to this sort of advertising, but that was ten years ago, and for a mighty good reason, in that the name was so suggestive that no other kind of copy was needed.

Great success is made by the use of "Eye Catchers" to call attention to some display advertisement on another page. In this way they become of immense benefit in many campaigns. They are everywhere recognized by the readers as advertising matter, and any attempt to fool them into thinking that they are simply "gossipy com-

ments" of the publisher, should be quickly dispelled. My personal opinion is that any attempt to fool enough people to make it profitable, will be abortive.

Keep up the display advertising continuously with increasing space, and then advertise your advertisement by the use of reading notices on the first page of the paper, or on other pages in which the ads do not appear.

TESTIMONIALS.

"The proof of the pudding is in the eating" is a quotation from some ancient philosopher who knew the value of testimonials. Man's mind is greatly influenced by the experience of other minds. In the beginning, when the human race was very young and the population was living very close to nature, there was a tradition that a certain fruit was not edible. Had it not been for the inquisitive mind of woman, and the value of Eve's testimonial, we would probably still be uncivilized—ignorant, having no growth, development or ambition. So much for the first testimonial.

In personal salesmanship a signed order is the highest trump card in a pack. Book salesmen and house to house canvassers, especially, know the value of these testimonials, and use them to great advantage. As I have remarked before in these articles, newspaper advertising is nothing more or less than salesmanship, and the tremendous volume of it in use today is in itself a great testimonial.

The "Adams" of today are influenced in exactly the same manner as the first Adam. Some advertisers have become so conspicuous by the judicious expenditure of money for advertising, that it is frequently a sufficient testimonial for the article to give the name of the store where it was purchased. "Bought at Wanamaker's" is both a guarantee and testimonial entirely satisfactory to everyone. This is the result of "square dealing," properly advertised.

Permanent success of the highest order is attained by the combination of good goods and good advertising. The Fair in Chicago one year spent over $117,000 in one newspaper. The Beggs Co., the largest advertiser in Columbus, O., began business twenty-five years ago with the daily use of forty lines of space; now, 15,000 lines, 6½ pages, 52 columns of advertising matter (8 cols. to page), in a single issue of one newspaper is a reliable testimonial of the value of newspaper advertising. That's going some.

The trouble is, many of these testimonials do not get sufficient publicity. There is an opportunity in every community for as good a business in proportion as The Fair or as the Beggs Company.

Truly, as Shakespeare says, "We are advertised by our loving friends," and their testimonials in various forms are potent factors in our success. Therefore linger not, but use your greatest magnet—your daily paper—to make more friends, and, having made them, cause them by square dealing to be constant testimonials for your business.

FREQUENCY.

How frequently should copy appear to be most effective? This question is always up for discussion. It is a weighty problem, and much depends upon a proper solution. Shall it be once a week, twice a week, e. o. d., or in every issue of a daily paper?

In a general advertising, that is in the effort to introduce a new article for general consumption, and for sale by dealers everywhere, it has been tried in every way, with the result in favor of frequency.

The expenditure of millions of dollars of other people's money in advertising, ought to be worth something to the beginner. This leads to the conclusion that it should appear at least every other day, to be most effective and economical.

Men whose business it is to study the human mind, and how impressions are made thereon, by actual tests in hundreds of cases, place the greatest value on frequency. Dr. Boris Sidis, an eminent psychologist, in his standard book, Suggestions, makes the point very clear that frequency produces the most lasting and permanent impressions. The most successful advertising agents always recommend at least three times per week as the best method of introducing a new article.

The local merchant who is a beginner at advertising, who wants to bring people to his store, who desires to keep before the public, and whose first appropriation is necessarily limited, must decide how often his copy should

appear. He is in the same class with the general advertiser, at least in the beginning. His copy should be as large as his purse will stand, and appear not less frequently than three times per week.

It will be a part of wisdom for him to take the best newspaper, the one that reaches the largest class of purchasers, with the largest circulation, for the first year or two. Persistency, frequency, and concentration in one newspaper, backed by the right kind of store management, and good-selling-talk copy, will produce excellent returns.

PERSISTENCE.

There is very little difference between success and failure. It is a simple thing to succeed, and a silly thing to fail. Henry Auten says, "There is no failure, save in giving up." Success is persistence. Many a man has gone down to ruin for lack of it. All men who succeed possess the quality in a marked degree. Therefore persistence should be cultivated, nursed, made a hobby of and rode all the time. The big advertisers, men with big newspapers, big railroads, big factories or big stores, are not vacillating. They persist; they keep trying; each time a thing is done, it is better done.

Your first advertisement may be very crude. The selling talk may not be logically arranged; the typographical effect may not be pleasing; the illustration not well

executed nor well selected, but persistency corrects all these defects. Practice alone makes perfect.

There are only two reasons for losing money in advertising; either the article itself is not good, or there is a lack of persistency in following a settled plan. The colored gentleman who said, "I got ter git dis possum or dar won't be no breakfas', " had the right kind of philosophy. He knew where his breakfast was hidden, and he persisted.

It's a blessed thing that man can't read the future. Most of the successes in life would be failures if men could look ahead and know all the obstacles they had to overcome; but as they are hidden from view and come up one at a time and are put behind us, we are better prepared for the next one, and thus we move forward to success. Manufacturers or merchants who have something good to use, cannot fail if they persist in a judicious use of consistent advertising. It fails only for those who do it badly or spasmodically, or for an inferior article.

Thirty or forty per cent of the profits of a business set apart for advertising brings back much better dividends on increasing trade (future dividends) than any other investment. The population is constantly increasing; the demand is increasing daily, and if you would get your share you must keep abreast of the trade; you must reach out for what you want, and not sit down complacently and wish for the business to come. Men have succeeded without advertising? Yes. But you must know they would have made a bigger or quicker success by persistent advertising.

TEST QUESTIONS

PART I.

Page 9.

1. Why is an understanding "of the various classes" and "groups" of people necessary to the advertising man?

Page 10.

1. From the standpoint of the advertiser, what is the distinction between the "higher" and "lower" groups, and between "higher" and "lower" establishments?

Page 12.

1. Discuss the prejudice existing in certain circles against department stores.

Page 14.

1. What stores are properly classed as department stores?

Page 16.

1. Have the so-called "cheap" department stores a proper place in the business world?

Page 18.

1. Discuss the origin and growth of the department store.

Page 20.

1. What are the chief essentials to the successful operation of a department store?

Page 22.

1. What is meant by "merchandising," as the word is used on this page?

Page 26.

1. Describe and criticise the various methods of securing business which have been resorted to by various department stores, under the stress of the keen competition at the present time.

Page 28.

1. What position should the retail merchant take relative to the modern tendency towards the adulteration of all kinds of goods?

Page 30.

1. In round numbers, how is the total population of the country divided between males and females and between adults and children?
2. What percentage of the adults of the country are so illiterate as to be unable to read?

Page 34.

1. What percentage of the population of the country have only a rudimentary knowledge of English reading and writing?
2. What percentage of the population of the country are really able to appreciate literary or artistic efforts?

Page 36.

1. Should the merchant, in advertising, try to take advantage of conditions as they exist, or should he try to educate his customers and to change conditions?

Page 38.

1. Does it pay a retail merchant in his advertisements to try to persuade his customers to purchase a little better quality of goods than that which they have been accustomed to purchase, by showing that better goods are really more economical in the end?

Page 40.

1. Mention the four general classes of people to be found in all large centers of population who must be considered by the advertiser.
2. What are the characteristics of the "foreign element" to be remembered by the advertiser?

Page 42.

1. What percentage of the population of a large city is included in the "industrial class"?

Page 44.

1. What is the difference between the "cheap" store and the "popular price" store?
2. What are the characteristics of the "middle class"?
3. What classes of stores are largely patronized by the middle class?

Page 46.

1. Discuss the fourth class of people in the community.
2. What classes of stores are mainly patronized by this class of purchasers?

Page 48.

1. What is meant by "style" or "quality" shops?

Page 50.

1. What style of newspaper advertising should be used by stores of this character?

Page 52.

1. What forms of subsidiary advertising should be employed by stores of this character?

Page 56.

1. Discuss the importance of refinement in advertisements by this class of stores.

Pages 58 to 62.

1. Discuss the proper merchandising system of the "better" and "best" stores.

Page 64.

1. Are window displays as necessary in the higher class shops as in those stores which maintain a lower standing?

Page 66.

1. How do the "popular price" stores stand as to number and prosperity among the big department stores?

Page 68.

1. Discuss the importance to the "popular price" stores of the lapping-over patronage which it secures from the "best" stores on one side, and the "cheap" stores on the other side.

Page 70.

1. Why is it "the failure of the advertiser thoroughly to understand his public, or the failure of the management thoroughly to understand its public and to stand in the way of any deviation from the proper spirit of the advertising, that oftener in this class of stores than in any other minimizes the effectiveness of the advertising and diminishes its productiveness"?

Page 72.

1. Why are the popular priced stores the heaviest advertisers in all large cities?

Page 74.

1. What is the general attitude of the management of many large stores toward their advertising department?

Pages 76 to 78.

1. What is the reason for such an attitude?

Pages 80 to 82.

1. What are some of the disadvantages under which the advertising writer, in many stores, labors?

Page 86.

1. What is the keynote of the popular priced stores?

Page 88.

1 How are the families in the United States divided as to the amount of their incomes?

Page 90.

1. Why is it that the "cheap" stores have as legitimate a place in the business field as high priced stores?

Page 92.

1. What are some of the legitimate sources from which merchandise may be drawn for legitimate bargain sales?

Page 94.

1. In what respect are the advertising methods of the cheap store most open to criticism?

Page 96.

1. What are the evils resulting from this sort of advertising?

Page 96.

1. Discuss the policy of mixing in cheap and "dead stock" with genuine bargains.

Page 100.

1. What is the keynote of the cheap stores?

Page 101.

1. What are some of the ways in which this keynote is manifested?

Page 102.

1. Describe the various classes of people who patronize the cheap stores of a large city.

Page 104.

1. Are the advertisements used by the cheap stores well adapted to secure the patronage of the people to whom such stores cater?

Page 105.

1. Discuss the importance of the foreign element in a large city.

Page 106.

1. What are some of the methods used by local stores to secure such patronage?

Page 108.

1. What methods of advertisement are used by such stores?

Page 109.

1. What is the keynote of the localized department store?

Pages 110 to 112.

1. Discuss the subject of waste in advertising.

Page 113.

1. Describe the general advertising organization in the "best" and "better" stores.

Page 114.

1. What are the duties of the advertising manager in such an organization?
2. What are the duties of the copy writers?

Page 116.

1. What are the duties of the "booklet man"?
2. What other employees will there be in this organization?

Pages 117 to 118.

1. Describe the advertising organization of the "popular price" stores.

Pages 120 to 121.

1. What are some of the difficulties under which the advertising organization of such a store labors?

Page 122.

1. Describe the advertising organization of the "cheap" stores.

Page 124.

1. Describe the conditions and difficulties under which the advertising organization of such a store is obliged to work.

Page 125.

1. Comment upon the proportion of the total amount spent for advertising purposes by such a store, which is used for the maintenance of the advertising department.

Page 126.

1. Describe the advertising organization of the neighborhood department store.

Page 129.

1. Why cannot advertising copy be properly criticized without a knowledge of the conditions under which such copy was produced?

Page 130.

1. Explain what is meant by the statement "that 'advertising copy' indeed is an incident of advertising rather than purely advertising."

Pages 133 to 134.

1. Give one important reason why the great majority of department stores fail to realize all the possibilities of profit which they might derive from a broadly organized advertising department.

Page 136.

1. Why is the understanding of human impulses the basis of successful advertising?

Page 137.

1. What three words represent the keynote of three different classes of newspapers?

Page 138.

1. Are the newspapers with the largest circulation necessarily the best advertising mediums?

2. Why is a newspaper whose circulation is almost entirely among the more refined classes of a community a good advertising medium, even though the total circulation of the paper is limited?

Page 140.

1. Discuss the value as an advertising medium of the so-called sensational newspapers.

Page 141.

1. Should a department store, advertising in several newspapers, use the same advertising copy in each paper?
2. If not, why not?

Page 142.

1. Why is directness of appeal essential in all department store advertising?

Page 143.

1. Why can novelties rarely profitably be used for advertising purposes by department stores?

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1. Are there any forms of subsidiary advertising which can profitably be used by the department stores?

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1. Discuss the advertising value of circularizing from a carefully prepared list.

Page 148.

1. What is the effect of unsystematized circularizing?

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1. Why should a department store endeavor to secure the good-will of the children in the community?

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1. Discuss window displays as a means of advertising by department stores.
2. Discuss store-signs and show-cards as a means of advertising by department stores.

Page 152.

1. Discuss the importance of the mail-order business to a department store.

Page 153.

1. How is such mail-order business divided among the different classes of department stores?

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1. Discuss the advertising problems of the smaller department store.

Page 160.

1. In what ways should the advertising copy of a small department store resemble the advertising copy of a large department store?
2. In what ways should the advertising copy of a small department store differ from the advertising copy of a large department store?

Pages 161 to 164.

1. What percentage of its expenditures should a department store spend for advertising?

2. Should money spent for advertising be considered as an expense item or as an investment?

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1. Discuss in general the province and functions of an advertising department.

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1. Why is "knowledge" so necessary to the success of any advertising department?
2. Over what subjects should this knowledge extend?

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1. What is the next essential after that of knowledge?

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1. What is the duty of the advertiser as to overstocks and slow-going merchandise?
2. How is the advertising manager to decide what goods are overstocks and slow-going merchandise?

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1. Is it good policy to assume that the fact of proprietorship necessarily implies the best judgment as to advertising methods?

Pages 177 to 179.

1. Discuss some of the causes for the present great waste in advertising.

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1. What percentage of increase in efficiency could probably be obtained by most department stores from the amount now spent on advertising?

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1. Discuss the importance of attention to details in advertising.

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1. Are there limitations as to what advertising can do for a retail store?

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1. Is it always possible to determine, at the first attempt, the best method of advertising?

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1. What is the problem of the retail advertiser?

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1. After an advertisement has brought a customer into a retail store, what remains to be done?

Page 198.

1. What is the effect of constant advertising upon a retail store?

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1. Discuss the difference between a store which advertises and one which does not.

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1. What things give customers a good or bad impression as to a store?

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1. Discuss the effect upon the business of a retail store produced by the personal appearance of its salesmen.

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1. Why should good advertising of a retail business reflect the character of the institution, its methods of doing business, its practiced principles, the personnel of its institution, the standard of its quality, the standard of its prices, the standard of its selling service?

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1. Why should the window displays in a retail store be so arranged as to work in harmony with the newspaper advertisement of the store?

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1. Why is newspaper advertisement the most effective kind of advertisement for a retail store?

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1. What is generally the character of the retailer who does not believe in advertising?

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1. Why should every advertiser at the very outset formulate a general plan of advertising?

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1. Why is concentration, in advertising, the best policy?

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1. Is it possible to lay down any general rule as to the exact kind and style of copy for advertisement which will be most effective in all cases? Why?

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1. Is it necessary to make an advertisement a piece of literature?
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1. In writing an advertisement, which should be written first, the head-lines or the body of the advertisement?

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1. What is the effect of crowding an advertisement?

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1. Why is white space of value in an advertisement?
2. Why is it better, as a rule, to make an advertisement longer than it is wide?

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1. What are the three fundamental divisions, as to purpose, of advertising?

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1 What are some of the requisites for a good advertising man?

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